DOCUMENT RESUME

ED 051 818 LI 002 766

TITLE Guidelines for the Establishment of Statistics on Libraries, Book Production and Mass Media.

INSTITUTION United Nations Educational, Scientific, and Cultural Organization, Paris (France).

REPORT NO COM-CONF-21-1

PUB DATE 31 Mar 70

NOTE 96p.; Papers prepared for the Regional Seminar on Statistics of Culture and Mass Communication for Latin America Member States, Guadalajara (Mexico), 21 Sep - 2 Oct, 1970

EDRS PRICE EDRS Price MF-$0.65 HC-$3.29

DESCRIPTORS *Books, Foreign Countries, Guidelines, Library Guides, Library Standards, *Library Surveys, *Mass Media, Questionnaires, Seminars, *Statistical Data, *Statistical Surveys

IDENTIFIERS Latin America, Library Role, *Library Statistics, UNESCO

ABSTRACT

Unesco presents a library statistics program, including definitions and classifications. It recommends close cooperation between national and international bodies with a view toward improving access to, and the comparability of, library statistics. The section on book production statistics explains the standards set forth in the recommendations, i.e. the definitions, and the system of classification and tabulation, and draws attention to the practical difficulties which may arise in their preparation. The section on mass media suggests: a means for recording relevant and useful data in the field, techniques for the collection of the data, and from whom it should be collected; ways of handling, storing and analyzing the large quantities of data collected; and standard tabulations of the data to provide a general picture of mass media in each country. Examples of the questionnaires used are included and mass media definitions appended. (For the final report of this seminar see LI 002 907) (MM)

ED051818

COM/CONF.21/1
PARIS, 31 March 1970
Original: English

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UNITED NATIONS EDUCATIONAL,
SCIENTIFIC AND CULTURAL ORGANIZATION

REGIONAL SEMINAR ON STATISTICS OF CULTURE AND MASS COMMUNICATION FOR LATIN AMERICAN MEMBER STATES

Guadalajara (Mexico)
(21 September-2 October 1970)

GUIDELINES FOR THE ESTABLISHMENT OF STATISTICS ON LIBRARIES, BOOK PRODUCTION AND MASS MEDIA

LI 002 766

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1. STATISTICS ON LIBRARIES

INTRODUCTION

1. Importance of the rôle played by libraries

The importance of libraries lies not only in the rôle they have always played in cultural development, but also in the even greater need for society, now and in the future, to promote information and life-long integrated education.

Information is a deciding factor in determining and promoting scientific, technical, economic and social progress. It concerns society as a whole and not simply a particular category of citizens; it is equally necessary for all countries, including the developing countries; and it is essential to any kind of planning. It is undeniable that its effectiveness depends on a well-organized system of documentation. All this goes to show the decisive influence exerted by libraries - mainly special libraries, but to some extent also public libraries - since information is as necessary for the public at large as it is for specialists. Libraries have always been regarded as an auxiliary to education; but education is no longer limited to children and adolescents; it is now available to adults and offers them the possibility of social advancement and of adapting themselves to a rapidly changing world. It is essential to have a policy of life-long integrated education. New teaching methods are necessary and some have already been applied; reading, however, is still of primary importance and calls for a compact and co-ordinated system of libraries giving the public free access to books, periodicals and all other documents, particularly those of an audio-visual nature.

2. Need to evaluate the rôle of libraries

It is therefore necessary to take a census of the existing libraries of all kinds and to evaluate at regular intervals the rôle they play, with a view to developing them and adapting them to the needs of those who use or should use them.

An evaluation is useful at various levels:

At the territorial level (local, regional, national, international), in order to improve the administration of municipal, regional or State libraries;

at the institutional level, in order to define a policy for each of the different categories of libraries, and then a general policy for libraries as a whole;

at the level of certain permanent or occasional activities in which libraries play or are required to play a rôle, e.g. action in favour of adult education or even the struggle against illiteracy.

It is just as necessary that those in charge of individual libraries should be able to make such an evaluation in order to ascertain whether their libraries are progressing, retrogressing or marking time.

3. The statistical aspect of evaluation

Statistics are the main aspect of this evaluation. They are a source of information and a means of checking numerically certain rough statements such as "the number of readers is greater than last year"; they make it possible to compare figures over a period of time for a particular library (number of readers in 1964 and 1966) and over distances for different libraries of the same category (the budgets of two towns with approximately the same number of inhibitants); statistics also provide a basis for planning by making it possible to forecast the resources necessary to bring about library improvements.

4. Unesco and international statistics

As is well known, Unesco is responsible for compiling international statistics on education, science and culture; in the performance of this task, Unesco has included library statistics in its programme.

The first international survey on library statistics, initiated by Unesco in 1950, led to the first publication of international statistics in 1952. Since then, Unesco has regularly compiled such statistics on the basis of replies to questionnaires sent to Member States every two years. These were published annually from 1952 to 1961 in BASIC FACTS AND FIGURES, and from 1963 on they have been published in THE STATISTICAL YEARBOOK.

The conclusions of the 1950 survey are set out in the document entitled "Availability and Comparability of Library Statistics" (UNESCO/St/R/13, Paris, 8 June 1953); they are as follows:

> "The problem of international comparability exists in all fields... Library statistics are no exception; only the problem here is further complicated by the almost total lack of uniformity, not only as to coverage of data and classification of libraries, but also in the definitions of units of measurement and methods of reporting."

In this document, Unesco presented for the first time a library statistics programme, including definitions and classifications, and it recommended close cooperation between national and international bodies with a view to improving access to and the comparability of library statistics.

A conference jointly sponsored by the Committee ICO/TC/46 of the International Organization for Standardization and the International Federation of Library Associations was held at The Hague from 2 to 7 May 1966. The Conference suggested a revised text for the second and third parts of the Unesco questionnaire for 1964 With some amendments suggested by the IFLA statistics Committee in September 1966, the text as a whole was adopted by Unesco for its 1966 questionnaire.

The question of the standardization of library statistics is included in Unesco's current programme, and it is likely that a general recommendation on the subject will be adopted by the General Conference in 1970.

Consequently the 1966 questionnaire should be regarded only as a provisional document which may be modified in the light of the studies and of the consultations with Member States that will continue until the end of 1970. It may, however, be assumed that, despite minor modifications which were suggested at a

meeting of the ISO-IFLA Joint Committee held in Paris in October 1967, the 1966 questionnaire constitutes a sound basis on which to organize, or reorganize, national statistics.

International statistics represent a minimum, whereas national statistics can be more detailed, and cover items not taken into account at the international level. In theory, there is no limit to this, but national statistics should not be at variance with the rules of international statistics, since the latter are based on national statistics and are intended to ensure international comparability which is to the advantage of all States.

5. Aims of the survey

While it is not possible here to broach all the questions likely to be raised by different countries in their replies to the questionnaire, we shall examine on the basis of the Unesco questionnaire, the various headings concerning the basic data to be collected in respect of each category of libraries. We shall also try to formulate certain general principles and suggestions concerning the processing and distribution of data. We hope, in this way, to render service, particularly to those whose library statistics are, as it were, non-existent, or in process of being organized. Our chief aim is to stimulate reflection.

I. GENERALITIES

1. Census

The first step in preparing statistics is to take a census of the existing libraries.

Use should be made of the definition of a library given in paragraph 12 of the Unesco questionnaire and of the definitions of each category of libraries in the same questionnaire, excluding all institutions which do not correspond to the said definition of a library.

It should be noted however, that the Unesco definition could not be clear-cut and that it may be difficult to make a selection; but, as the questionnaire was sent to all libraries covered by the census, a study of the replies will facilitate a second selection on a more reliable basis.

2. Standardization of certain administrative procedures

A library will be able to reply to certain questions only if it has applied certain principles of librarianship and standardized its administrative methods sufficiently in advance.

In other words, libraries will not be able to reply, for example, to all the questions for 1969 unless they have received and studied the questionnaire well in advance of 1 January 1969. They will be unable to specify the number of books lent in a particular year unless their lending system makes it easy to compute this number; they will not be able to specify their total expenditure on bindings unless their accounting system includes this as a separate item of expenditure.

3. Periodicity of statistics

Individual libraries generally provide yearly statistics, though some of these must be established daily. For example, the number of books lent annually can be obtained only by adding together the total number of books lent each day, unless an approximate estimate is made by sampling.

The bodies which centralize library statistics may request statistics every year, or every two years (the current Unesco practice), or even less frequently, but the processing of the statistics may take place at different intervals, for example every two or every five years.

To allow time for certain calculations, particularly those relating to current expenditures, statistics for any particular year should not be requested before the beginning of the second quarter of the following year.

Some of the statistics for educational institutions (expenditures) relate to the calendar year and the rest to the school or university year.

4. Preparation of questionnaires

Those who prepare questionnaires are tempted to ask a considerable number of questions, with a view to obtaining the most complete and detailed information possible. This temptation must be resisted; only questions likely to elicit information which can be usefully processed should be asked. A questionnaire which is too long or too detailed will not be satisfactorily answered. Care should also be taken to avoid asking questions which may be considered indiscreet. While a ministry has the right to ask a library which it finances for a statement of its expenditures on acquisitions and bindings, a private institution will almost certainly refuse to specify the total amount of its current and capital expenditures, or the size of its staff. An institution which is asked questions that are considered indiscreet may refuse to answer the other questions.

Any questions likely to be considered indiscreet should be accompanied by a note specifying that any information supplied will be considered confidential, will in no case be communicated to third parties and will be used solely for calculating global figures for a particular category of libraries. As such precautions may not be sufficient to convince all those to whom the questionnaire is addressed, it is essential that an official service, when carrying out a survey of private services, should always make it clear that the latter are completely free to reply, even if this freedom seems self-evident.

Questions should be drafted clearly and unambiguously. Since the person who drafts them is not the best judge of ambiguity, librarians should be consulted before a questionnaire is widely distributed. The librarians' interpretation of the various questions will reveal any ambiguity that may exist and make it possible to remove it.

Every questionnaire should contain or be accompanied by a note defining the terminology used and perhaps indicating how calculations should be made. For example, under current expenditures, it should made clear that the heading "employees" covers the total amount of the expenditure on salaries and allowances, and other expenditure of the same nature.

Those replying to a questionnaire may wish to make explanatory comments. Not only should provision be made for this, but it should even be encouraged. Generally speaking, comments will be set out at the end of the replies to the questionnaire or on separate sheets, but every comment should refer to the corresponding question and vice-versa. This is one of the reasons for the numbering of all the questions.

The layout of questionnaires should leave adequate room after each question for a legible reply. Those receiving a questionnaire should be invited to type their replies on the questionnaire itself, and not, unless absolutely necessary, on separate sheets, even if the latter repeat the numbers and wording of the questions.

Two copies of each questionnaire should be sent to the recipients so that they may keep a copy of their replies. When questionnaires are dispatched by national authorities to local services through a third party, a third copy should be included for the latter.

The processing of statistical data is tending to become increasingly mechanized, especially in the case of a relatively large amount of data and when several data can be interrelated. Replies set out on the questionnaires should be reproduced on punched cards. To facilitate the reading of replies by those responsible for their reproduction on punched cards, questionnaires should have a special layout suitable for the mechanical processing of the replies. Without entering into details, we shall merely point out that specialists in the mechanical processing of statistics should be asked to co-operate in the planning of this layout.

II. UNESCO PROGRAMME FOR LIBRARY STATISTICS

1. Source of information

We now propose to comment on the Unesco questionnaire "Statistics on Libraries - 1966", which is contained in the annex to this document and which sets out the programme and standards for international library statistics.

2. Classification of libraries

This questionnaire is based on the classification of libraries in six categories:

(a) National libraries (paragraph 6)
(b) Other major libraries of a national character (paragraph 7)
(c) University libraries (paragraph 8)
(d) School libraries (paragraph 9)
(e) Special libraries (paragraph 10)
(f) Public (or popular) libraries (paragraph 11)

We shall comment on each of these categories in turn.

(a) National libraries

It will be noted that, in view of the special nature and importance of these institutions, the statistics envisaged at the national level are considerably more

detailed than those envisaged for Unesco. In particular, provision should be made for statistics on documents acquired through legal deposit. In the case of libraries holding large collections of special documents, which constitute veritable departments or sections (manuscripts, prints, musical works, maps), provision should be made for special statistics.

(b) Other major libraries of a national character

This category includes institutions as varied as: the Library of the "Institut de France"; State libraries in the United States; the libraries of the Republics of the USSR; the Koninklijke Nederlandse Academie van Wetenschappen (Netherlands); the "Landesbibliotheken" in Germany; the National Central Library in the United Kingdom. Some experts would like the title of this category to be revised by the substitution of the words "non-specialized" for the words "of a national character".

(c) University libraries

The following alternatives have been suggested for this heading: "Libraries of universities and other higher educational institutions" and "Libraries of higher educational institutions"; but the definition is more important than the title. It has also been suggested that the following comment should be added to sub-paragraph (c): "the libraries of institutions at the university level (for example, those awarding the doctor's degree) should not be mentioned here, but under sub-paragraph (a)".

In our view, the term "at the university level" is too elastic; higher educational institutions not attached to a university will almost always consider themselves to be at the university level; consequently, category (c) would become less homogeneous if it were not, as at present, reserved for university libraries stricto sensee.

(d) School libraries

We would prefer the term "libraries of educational institutions", for the word "school" may have a more restrictive sense (for example, in France, the term "school libraries" is used to designate only primary school libraries). Here again the heading is unimportant, provided the definition is clear.

(e) Special libraries

Examples coming under sub-paragraph (a) are: Bibliothek des Weltwirtschaftsarchivs (Hamburg); State Library of Foreign Literature (Moscow); Central Medical Library (Budapest); Library of Economic Information Services (Netherlands); National Lending Library for Science and Technology (United Kingdom). The libraries of documentation centres, whatever their title, should be included under this sub-paragraph or under sub-paragraph (b).

(f) Public (or popular) libraries

It has been suggested that the word "popular" should be deleted, but that the so-called "popular" libraries should continue to be included in this category.

In certain quarters, it is thought that a distinction should be made between libraries serving the public as a whole (including children and young people) and

libraries serving only a section of the public, such as members of the armed forces, hospital patients, prisoners, workers and employees. It has not been considered possible to adopt this distinction at the international level, but it is obvious that, at the national level, statistics for such libraries should be established separately and should take into account the way in which each category of libraries is organized. For example, a hospital library should take account of the number of hospital beds.

3. Breakdown of library statistics by items

The Unesco questionnaire is divided into two parts:

Table I - Libraries existing
Table II - Libraries reporting statistics

(a) Libraries existing

The purpose of the first part, "Libraries existing", is to calculate the number of libraries, as defined in paragraph 12 of the questionnaire, classified in the categories mentioned above. The breakdown is as follows:

(1) Administrative units

(2) service points

as defined in paragraphs 13 and 14 of the questionnaire.

Without this breakdown, there can be no uniformity, for, previously, extremely different results were obtained according to whether calculations were based solely on administrative units or solely on service points. The number of service points should always be equal to or greater than that of the administrative units.

In accordance with the instructions for calculating the number of libraries, vehicles used only for transporting books and not for direct lending are not regarded as service points.

For the 1966 questionnaire, Unesco did not adopt the suggestion that the total number of administrative units of public libraries should be broken down into three categories: units holding less than 2,000 volumes; units holding between 2,000 and 5,000 volumes, and units holding more than 5,000 volumes. If this suggestion had been adopted, comparisons between different countries would have been facilitated, for separate figures would have been given for small libraries holding less than 2,000 volumes and for those holding between 2,000 and 5,000 volumes.

If we compare two countries, it is much more instructive to know that one of them possesses 200 libraries with more than 5,000 volumes, 300 holding between 2,000 and 5,000 volumes, and 500 with less than 2,000, and that the other has 500 libraries with more than 5,000 volumes, 200 holding between 2,000 and 5,000 volumes, and 300 with less than 2,000 volumes, than to know simply that each country has 1,000 libraries.

Moreover, we consider that this breakdown might also be envisaged for libraries of educational establishments or school libraries (item 9 of the

questionnaire), for, although there may be a large number of these libraries, their holdings are often very limited.

It is not always easy to take a census of libraries.

A census of university and school libraries is usually taken by applying to the universities and other educational institutions, a list of which is in the possession of the Ministry of Education. Certain private institutions, may not have been included in the Ministry's list and other institutions may come under other Ministries. For example, a military college comes under the Ministry for War.

It is relatively easy to take a census of public libraries operating as public bodies, that is, those financed entirely or for the most part from public funds. It is much more difficult to take a census of libraries operating as private bodies; this census is easier at the local level, particularly in the case of a small community.

As regards the libraries of federated associations, information should be requested from their national federation.

A complete census of special libraries is virtually impossible, since they may be attached to bodies of the most varied types. As in the case of public libraries, information should be sought at both the local and national levels (at the national level, through the sponsoring or federal bodies; for example, to obtain information on special libraries of enterprises, information should be sought through an employers' union, or a federation or confederation).

It should be recalled that institutions known as documentation centres or services usually have a library.

Since each library is classified according to its main function, libraries of university institutions, which are almost always special libraries, are included in the category of university libraries. When calculating the number of special libraries at the national level, it should be borne in mind that libraries of university institutions or at least most of them, should be included.

The first part of the Unesco questionnaire covers not only the number of libraries but also their collections (defined in paragraph 15), that is, the collections available to the public.

The idea of counting in metres of occupied shelves is an innovation which may shock some librarians. It is, however, the only way of counting which provides a fair comparison. Collections must obviously be measured by the metre, and not by dividing the number of volumes counted by 33, 35 or 42 (average number of volumes per metre) as some countries have done in their replies to the Unesco survey.

The Unesco definition specifies that the number of metres indicated shall include material on loan. Such books should be counted individually and then in metres. There is no reason why all the collections should not be counted both in metres and in volumes, although in the case of a large collection of books and pamphlets this mode of calculation will take considerable time, for it must be

done directly on the shelves since it is generally difficult to do it on the basis of inventories, especially when the collections are very old. Counting in volumes should cover all volumes, including volumes of periodicals. An isolated pamphlet is counted as a volume; a set of pamphlets, bound or kept in a box or simply tied together with string, is also counted as a volume. This is admittedly extremely arbitrary and counting methods very from country to country. In Germany, pamphlets are placed on separate shelves, five pamphlets being counted as a volume.

Manuscripts can also be counted in boxes and volumes (whether the volume corresponds to a single bibliographical unit or several units). In Germany, unbound manuscripts and autographs are counted by bibliographical units.

The Unesco questionnaire coversoonly printed materials and manuscripts, but, at the national level other categories of documents must be taken into account. Musical works, printed materials, maps, prints and photographs should be counted in sheets; coins and medals, gramophone records, sound recordings on tape, and microfiches should be counted individually; microfilms should be counted in rolls or tapes, and films in rolls.

(b) Libraries reporting statistics

The second part of the Unesco questionnaire covers libraries reporting statistics.

(a)

Items 2 and 3 are the same as the two items of the first part, with an additional breakdown by collections of printed material and collections of manuscripts.

(b)

Item 4 (annual additions) and item 5 (number of titles of current periodicals) are extremely important for obtaining information on the development of a library. Here the method of counting in titles (or in accession numbers for manuscripts) has been maintained as it is more useful for the purpose of assessing annual growth than counting in metres of occupied shelves. Such figures are valuable in relation to a particular library, but have less meaning when added together as a global figure for several libraries. A total of 100,000 titles of current periodicals can correspond just as well to 3,000 as to 15,000 different titles. In this connexion, statistics based on a union catalogue of current periodicals are much more instructive, since they can be used to assess with much greater accuracy the number of titles of periodicals to be found in the libraries of a particular country.

Counting in titles of catalogued works may raise a difficulty as regards serials, since each instalment may have its own title. In our view, any serial which has been given one or more titles during the space of a year should be counted as one title, though a decision is perhaps not always easy, owing to the rules adopted for the entry and cataloguing of serials.

(c)

As regards the use made of the library, the Unesco questionnaire contains only two items:

Item 6: annual number of visits to the libraries
Item 7: number of registered borrowers

It was considered the number of visits to school and special libraries and the number of registered borrowers for special libraries should not be counted. Paragraph 18 explains that a "visit" signifies "each time a user enters the library". This obviously means that the calculations can be no more than fairly approximate.

Many libraries are not in a position to count such visits and it should be noted that, according to the definition given, if, a user arrives at a library at 9 a.m. and leaves at 6 p.m. this is counted as a single visit, whereas, if a user visits the library for an hour in the morning and an hour in the afternoon, this is counted as two visits. Moreover, a user who visits the library but does not consult any book, a user who visits the library in order to borrow several books, and a user who actually reads in the library are each credited with a visit. The figure for visits can therefore be considered as indicating only the "comings and goings" in the library, and nothing more.

According to the definition, this figure may be calculated by sampling. It is obvious that the sampling should be done on days and during periods of normal library activity, and that account should be taken of variations that might occur on different days of the week and during different periods of the year. It has been suggested that one day per month, or one week two or three times a year might be chosen for this sampling.

The "number of registered borrowers" means the "number of registered borrowers entitled to borrow books from the library". Users, however, may be registered and yet not have borrowed a book for years. It would be more appropriate to count only registered readers who have borrowed at least one book during the year.

The Unesco questionnaire makes no mention of the number of books circulated for use in the library or for use at home.

The reasons were given at The Hague meeting:

> "It is proposed to omit the count of circulation for use in a library and for use at home, since it is extremely difficult to count on a uniform basis for all countries and for all types of library. Neither does "circulation" represent the true workload of many libraries, because some libraries allow more books to be borrowed by a single reader at one time than do other libraries ; and "popular" books will be borrowed more frequently than serious books, but may not be as important".

It is nevertheless true that, at the national level, it is generally useful to know how many books are circulated for use in the library and for use at home.

The number of books circulated for use in the library will obviously vary in inverse proportion to the number of books available for free access. Consequently,

the librarian, when specifying the number of bocks circulated for use in the library, should also mention the number of books available for free access in the reading-rooms. Provided this is done, the figure corresponding to the number of books circulated for use in the library gives an idea of the amount of work demanded of the staff in charge of the circulation.

The number of registered borrowers is definitely greater than the number of books lent; in the case of a public library, if it compared with the number of people served by the library, we can calculate the percentage of the public which borrows from the library; this percentage is always below what it actually is, for there is often only one borrower per family and the number of registered borrowers should be assigned a coefficient.

When the number of books borrowed is based on a real calculation and is not reached by multiplying the number of borrowers by an arbitrarily chosen figure, it is possible to determine precisely the average number of books loaned per borrower. In most countries, the activity of public libraries is measured by comparing the number of books lent and the size of the population served by the library. Since the total number of books lent at the national level is rarely calculated exactly, the percentages obtained are also of doubtful accuracy, and for purposes of comparison are only approximative.

As already mentioned, Unesco - acting at the international level - has limited its queries to the number of visits and the number of registered borrowers, but, in order to obtain fuller information on library activities, many other questions could be asked in connexion with:

Graphs showing the daily, weekly and annual number of visits to a library; a study of such graphs might lead to a change in the library's visiting hours.

Visits to libraries broken down into the age-groups (generally children, adolescents and adults), for which the libraries have suitable books.

Visits to libraries by social and professional groups: basic statistics for sociological studies on reading.

Categories of works lent; for example, the two main categories: (a) fiction (novels and short stories), and (b) other works; the latter may be subdivided into the ten divisions of the Dewey classification or of the Universal Decimal Classification, if one of these classifications is used by the library.

We should, however, realize that it is rarely possible to carry out such surveys at the national level. They are more frequently envisaged at the level of a single library or of a small group of libraries, but, even here, the necessary conditions are rarely to be found. We consider that in such cases sample surveys are preferable.

(d)

We have already pointed out that some libraries have not welcomed questions on current and capital expenditures.

In any case, such statistical information is essential to enable the public authorities to estimate the cost of libraries which they wholly or partly finance, but certain difficulties must not be overlooked.

Since libraries are often attached to another institution and have neither an independent budget nor even a separate system of accounts, it may be difficult to isolate certain items of expenditure, such as the heating of a library, when it is provided by the heating system that serves the whole of the university building in which the library is housed; or staff expenditure, when such expenditure is provided for on a wider administrative basis, for example when public library staff are included among all municipal employees. When actual figures are not available, it should always be possible to estimate total expenditure.

Another difficulty may arise owing to the fact that the distinction between current and capital expenditures is not always drawn in the same way. In many cases, it will also be difficult to isolate certain capital expenditures.

As regards current expenditures, it is essential to distinguish between expenditure on acquisitions and that on bindings. It is necessary that the authorities responsible for libraries should know what proportion of the total current expenditures is devoted respectively to acquisitions and to bindings. The amount of the expenditure on acquisitions is a very significant indicator of a library's activity.

(e)

The definition of trained librarians given in paragraph 21 will not remove all difficulties and this term will certainly be used to cover staff with varying qualifications and varying degrees of professional training, sometimes not very high.

At the national level, a more detailed breakdown of staff should be requested, with due regard to the categories and terminology in use.

The number of categories should, however, be limited; for example, as follows:

Scientific staff at the university level
technical staff at the secondary level (e.g. baccalauréat)
administrative staff at various levels
general service staff (attendants, those handling the documents, etc.)
working staff (binders, photographers, etc.).

4. Statistics not included in the Unesco questionnaire

Many other statistics could be collected at the national level. We mention the following only:

(a) Data concerning the library's material aspects:

size of premises (floor space)
capacity of reading-rooms (in square metres and number of seats)
book capacity, expressed in linear metres of shelves.

Such data should obviously take into account possible extensions and alterations.

(b) Breakdown of acquisitions by subjects and the languages in which they are published.

The Hague Conference expressed the hope that statistics of this kind would be collected.

(c) Number of reprographs (copies)

An increasingly important activity of national, university or special libraries consists in the supplying of various kinds of copies of the documents held by them. It is therefore useful to measure the extent of this activity by the total number of copies produced. This number should include copies designed to take the place of inter-library loans and copies made by readers themselves with the library's automatic copying machines.

Paper copies should be counted in sheets, microfilms in frames and microfiches individually.

Despite the development of reprography, inter-library lending is still very frequent at both the national and international levels. This is often the only way for a user to have access to a work which he must read from cover to cover and which cannot be reprographed either because the expense would be too great or because it is forbidden by the copyright laws. As is well known, the International Federation of Library Associations regularly establishes statistics of inter-library lending at the international level.

Statistics of inter-library lending cover:

the number of documents borrowed inside the country concerned and from other countries, on the one hand, and the number of documents lent in that country and to other countries, on the other hand.

III. PRESENTATION OF LIBRARY STATISTICS

1. Checking

It is frequently said that statistics are always inaccurate. This is certainly an unduly harsh statement, but there is no doubt that there are very few figures whose complete accuracy could be guaranteed, even when the person who supplies them has taken the greatest precaution.

Some people are tempted to "swell" their figures or to completely invent some of them. A librarian who regularly indicates the yearly number of works in circulation as being the number of borrowers multiplied by a constant figure can obviously not be taken seriously. In this case, it is fairly easy to detect the misrepresentation, but this is not always so, and it is absolutely impossible when a very large number of statistics has to be analysed, unless a veritable investigation is carried out for each library. In some cases, however, it is possible to ask the library concerned for an explanation.

A comparison between the figures in the same reply, or a comparison with the replies from a library of the same nature and size may sometimes create a doubt in regard to certain figures and suggest the need for checking.

Libraries should always indicate with a special sign statistics which are based on estimates or on sampling. Such statistics may be close to the actual facts, but, whenever possible, it is desirable to know how the estimates were made and how the sampling was done.

2. Interpretation

Certain figures must be interpreted cautiously. The librarian's comments should provide all the necessary explanations, but this is not always the case. For example, the number of annual additions may suddenly show a very rapid increase, due to an important donation; the annual number of visits may indicate a drop in comparison with the previous year, owing to the closing of the library for alternations; current expenditures may increase as a result of the library's transfer to a larger building, where maintenance, heating and lighting are more expensive; the number of works circulated for use in the library may show a decrease owing to an increase in the number of works free of access.

3. Analysis

Each figure is valuable in itself, but, as we have already indicated, a comparison between two figures is often even more valuable. The following are examples of this:

$$\frac{\text{Population served}}{\text{Total population}}$$

$$\frac{\text{Number of registered borrowers}}{\text{Population to be served}}$$

$$\frac{\text{Number of volumes in collections}}{\text{Population to be served}} = \text{Number of volumes in collections per head of the population}$$

$$\frac{\text{Number of volumes lent}}{\text{Population to be served}} = \text{Number of volumes lent per head of population}$$

$$\frac{\text{Current expenditures}}{\text{Population to be served}} = \text{Cost per head of population}$$

$$\frac{\text{Current expenditure for acquisitions}}{\text{Population to be served}} = \text{Cost per head of population (acquisitions)}$$

$$\frac{\text{Expenditure on acquisitions}}{\text{Total current expenditures}}$$

$$\frac{\text{Expenditure on bindings}}{\text{Total current expenditures}}$$

$$\frac{\text{Expenditure on personnel}}{\text{Total current expenditures}}$$

$$\frac{\text{Total current expenditures of the library}}{\text{Total current expenditures of the town or educational institution (for university and school libraries)}}$$

It is clear, therefore, that data for a particular library are sometimes related to other statistical data - e.g. the total number of staff of an educational institution, the students of a university or of a faculty, the population of a town, the total current expenditures of a town.

4. Averages

It is often highly instructive to calculate averages, such as the average percentage of current expenditures devoted by university libraries to acquisitions, the average daily number of persons using the library, etc.

5. Totals

It is difficult to provide global totals for all the libraries in a country or even for a single category of libraries, since it is necessary first of all to take a census of the existing libraries and then to obtain all the statistics concerning them.

As there are always libraries which do not reply to the questionnaires, it will be necessary, if the totals are to correspond with the actual facts, to make an approximate estimate for the figures which are missing and thus obtain an approximate total. Alternatively, it could be stated that the totals refer only to a certain number of the existing libraries.

6. Publications

As mentioned at the beginning of this study, the usefulness of statistics is undeniable. Statistics enable the responsible persons at all levels to ascertain immediately whether the institutions under their management or supervision are progressing or retrogressing.

In the case of certain categories of libraries, it may not be desirable to publish statistics - particularly statistics on financial matters - for individual libraries; in such cases, global figures preserve anonymity.

If statistics of any kind are published, they should always be accompanied by comments, in order to prevent as far as possible their misinterpretation.

Suppose, for instance, that totals are published for fifty libraries, and that the oldest established of these libraries were created twenty-five years ago, the most recently established in the current year, and two-thirds of them are less than ten years old. The total number of collections and the average number of collections for each library will thus be fairly low. This might appear surprising if the dates of the creation of these libraries were unknown.

2. STATISTICS ON BOOK PRODUCTION

INTRODUCTION

The rôle of books in the life and development of a people and a country is a multiple one. Besides constituting an important factor in cultural life, books are indispensable for the education of children and adults, for scientific research and for the economic and social development of a country. Like the press and other mass media of communication - films, radio, television - books represent today a powerful means of information and interchange of knowledge.

Because of this important rôle of books, there is obviously a continuing need for statistics relating to the quantitative aspects of book production in a given country; international comparisons must also be possible.

The problem of international comparability arises in every sector of statistics. One of Unesco's permanent activities consists in advancing the methodology of statistics in order to help the competent government services in the preparation of statistics concerning education, science, culture and mass communication, and in developing instruments for facilitating the international comparability of those statistics.

At the present time, book production statistics are compiled in the majority of countries. But the methods used to measure the volume and nature of the production vary considerably from one country to another, according to cultural and intellectual needs, practical possibilities and the level of development of local publishing. The Unesco Secretariat therefore tries to find ways of reducing this wide range of methodological differences to a point where international comparability becomes possible. It was for that reason that, in 1964, the General Conference of Unesco, at its thirteenth session, adopted the Recommendation concerning the international standardization of statistics relating to book production and periodicals (hereinafter referred to as "The Recommendation").

The definitions, classifications and tabulations set forth in the Recommendation are not based on any one set of national statistics, but elements common to most national methodologies were taken into consideration in establishing international statistical standards for book production and periodicals. It goes without saying that the aim of the Recommendation is not that countries should abandon their own national statistical programmes, which are usually much more detailed than Unesco's programme, but that they should adapt them in such a way as to make them internationally comparable while also meeting national needs.

Some countries which have developed their own traditional methods may encounter more difficulty than others in adapting them to the production of statistics conforming to the criteria established in the Recommendation in regard to definitions, classifications and the adaptation of national regulations for the establishment of national bibliographies to the concepts of the Recommendation. Since the Recommendation was adopted by the General Conference many countries have taken the necessary steps to adapt their methods to the standards advocated in it.

In countries where book production statistics are not yet organized, the Recommendation could be used as a guide for the establishment of a system designed

to ensure that the statistics are compiled from the beginning in accordance with internationally accepted criteria.

The purpose of this document is to explain the standards set forth in the Recommendation, i.e. the definitions, and the system of classification and tabulation. A further aim is to draw the attention of statisticians to the practical difficulties which may arise in the preparation of these statistics.

No book production statistics which are not specifically covered by the Recommendation are dealt with in this document, even though they may form part of national statistics (e.g. statistics relating to publishing houses, their turnover, book distribution circuits, selling prices, number of copies sold, foreign trade in books, etc.).

I. SCOPE OF STATISTICS RELATING TO BOOK PRODUCTION

Distinction between periodical and non-periodical publications

1. Since the statistics with which we are concerned relate to the production of non-periodical publications, the first thing to be done is to separate the periodical from the non-periodical publications.

According to the Recommendation "a publication is considered to be non-periodical if it is published at one time, or, at intervals, by volumes, the number of which is generally determined in advance" (paragraph 3.a.).

"A publication is considered to be a periodical if it constitutes one issue in a continuous series under the same title, published at regular or irregular intervals, over an indefinite period, individual issues in the series being numbered consecutively or each issue being dated" (paragraph 3.b.).

2. In practice, non-periodical publications are usually published at one time and consequently there is no difficulty in classifying them as non-periodicals. Similarly, if a publication is published in two or more volumes, even if the volumes are not all published at the same time, it is regarded as a non-periodical publication provided that the number of volumes has been fixed in advance by the publisher. The length of the interval between the publication of the different volumes is not taken into account.

3. Some types of publication, however, have some of the characteristics of both periodicals and non-periodicals. These include such publications as year-books, almanacs and calendars, which are classified differently in the statistics of different countries. On the one hand, they appear periodically and could therefore be included among the periodcials while, on the other, each number forms a whole, which is a characteristic feature of non-periodicals. Yet, since the number of volumes is not fixed in advance and the intervals between publications are known, they have the characteristics of periodical publications. Because these these publications are treated differently in national statistics, it was thought advisable to settle the question once and for all by including them in one of the two categories. The Recommendation (paragraph 13.d.) explicitly includes these types of publications, i.e. "publications appearing annually or less frequently", among the periodicals.

General conditions governing the inclusion of a publication in book production statistics

4. If a non-periodical publication is to be counted in the statistics of a country's book production, it must fulfil the following conditions:

(a) It must be printed.

(b) It must be published in the country.

(c) It must be made available to the public.

5. The term "printed" includes reproduction by any method of mechanical impression, whatever it may be (paragraph 3.c.).

Printing may be by means of industrial processes (typography, lithography, offset, photogravure or the like) or simpler processes involving the use of various types of duplicator. The technical means of printing a publication is not the main factor in deciding whether that publication is to be included in the statistics A publication can even be printed on an ordinary duplicator, but if it meets the other conditions mentioned above, i.e. if it is published in the country and made available to the public, it will form part of the statistics of a country's book production. However, if such a publication is not "made available to the public" - if it is purely for the internal use of government departments, business firms and so on - it will not be counted in the statistics.

6. "A publication is considered to be published in a particular country if the publisher has his registered office in the country where the statistics are compiled, the place of printing or place of circulation here being irrelevant. When a publication is issued by one or more publishers who have registered offices in two or more countries, it is considered as having been published in the country or countries where it is issued" (paragraph 3.d.).

It can happen that a publication is printed, circulated and published in different places. In such cases neither the place of printing nor the place of circulation is taken into account. The following examples will serve to illustrate this concept.

If a publication is published in country "A" but distributed only in country "B", it will be counted in the statistics of country "A", even if it is published by nationals and in the language of country "B".

If a publication is issued simultaneously in countries "A" and "B" by a single publisher whose only registered office is in country "A", it will only be counted in the statistics of country "A".

Under this definition of "published in a particular country", a publication should in principle be included only in the statistics of one country. Exceptionally, however, if a publisher has registered offices in two or more countries, his publications will be included in the statistics of each of those countries, provided that they are made available to the public in each country. For example, if a publisher with registered offices in both country "A" and country "B" issues two publications, one of which is distributed in both countries and the other only in country "A", the former publication will be included in the statistics of both countries, but the second only in the statistics for country "A".

For purposes of the Recommendation the legal status of the publisher is not taken into account. Some national statistics include only publications issued by publishing houses. However, since the purpose of these statistics is to provide information on the entire range of publishing and not just the output of the publishing houses, it is necessary to include the publications issued by public administrations, scientific, cultural, religious and political societies, trade unions and so on, as well as by private individuals - provided they meet the Recommendation's criteria - since all such publications form part of a country's publishing activity.

7. "A publication is considered as being made available to the public when it is obtainable either by purchase or by distribution free of charge. Publications intended for a restricted readership, such as certain government publications, those of learned societies, political or professional organizations, etc., are also considered as being available to the public" (paragraph 3.e.).

Many countries include in their statistics all publications obtainable by the public, whether through commercial channels or by distribution free of charge. Others do not count publications which are distributed free of charge. However, since there is no essential difference between these categories as far as statistics are concerned, they must all be included in the statistics on book production. They must, of course, meet the other conditions as well, i.e. they must be printed and they must be published in the country, and they must not come within the categories of publications of a transitory or advertising nature.

8. Consequently, all non-periodical publications which meet the foregoing conditions should be included in these statistics, with the exception of those listed in paragraph 2 of the Recommendation and explained in paragraph 10 below.

9. There are some types of publication which, though meeting the Recommendation's criteria for inclusion in book production statistics, are for various reasons treated differently in national statistics. For that reason it was considered advisable to mention expressly in the Recommendation (paragraph 5) those categories of publications which are not treated in widely differing ways according to the methodology adopted in the various countries but which ought to be included in book production statistics. They are the following:

"(a) Government publications."

As already noted, the legal status of the publisher is not taken into account. This means government publications, i.e. publications issued by public administrations or their subsidiary bodies, should be included in book production statistics. However, if such publications are confidential or designed for internal distribution only, they do not meet the "made available to the public" condition in the strict sense of the term and therefore should not be included in these statistics.

(b) School textbooks, i.e., books prescribed for pupils receiving education at the first and second level.

(c) University theses.

(d) Offprints, i.e., reprints of a part of a book or a periodical already published, provided that they have a title and a separate pagination and that they constitute a distinct work.

(e) Publications which form part of a series, but which constitute separate bibliographical units.

(f) Illustrated works:

(i) Collections of prints, reproductions of works of art, drawings, etc., when such collections form complete, paginated volumes and when the illustrations are accompanied by an explanatory text, however short, referring to these works or to the artists themselves.

(ii) Albums, illustrated books and pamphlets written in the form of continuous narratives, with pictures illustrating certain episodes.

(iii) Albums and picture books for children."

A remark is called for concerning university theses, which may be printed but are more often in typewritten form. When typewritten, they do not meet the criteria laid down in paragraphs 1 and 3 of the Recommendation and therefore should not be included in the statistics - although a large number of them are usually so included and are even mentioned in some national bibliographies.

Publications excluded from the statistics

10. The term book production covers publications of very varied importance. No national statistics take into account every publication, and there is always a difference between the number of works mentioned in the national bibliography and the figure quoted in the country's statistics. Nearly all national statistics tend to omit certain categories of publication, but the categories omitted vary widely from one country to another. Unless the omissions conform to standards observed by all countries, international comparison of the statistics is extremely difficult.

To ensure that statistics give a true picture of the magnitude of the production of non-periodical publications, the Recommendation lays down that only publications (other than illustrated works) which are of a predominantly literary or scientific character and are not of a transitory or publicity nature, should be included.

With a view to establishing internationally accepted criteria, paragraph 2 of the Recommendation specifies the types of publication which should be excluded from international book production statistics, regardless whether they are or are not included in national statistics. These types are the following:

"(a) Publications issued for advertising purposes, provided that the literary or scientific text is subsidiary and that the publications are distributed free of charge:

(i) Trade catalogues, prospectuses and other types of commercial, industrial and tourist advertising.

(ii) Publications describing activities or technical progress in some branch of industry or commerce and drawing attention to the products or services supplied by the publisher.

(b) Publications belonging to the following categories, when they are considered to be of a transitory character:(1)

(i) Time-tables, price lists, etc.

(ii) Programmes of entertainments, exhibitions, fairs, etc.

(iii) Regulations and reports of business firms, company directives, circulars, etc."

For example, if an art exhibition catalogue is published solely as a guide, is mainly confined to an enumeration and identification of the objects exhibited and contains only a little information on the life and work of the artist, the catalogue will not be included in the statistics. If, on the other hand, the major part of the catalogue is devoted to a study of the artist's life and work and contains art criticisms, etc., the catalogue should be included in the book production statistics. In practice, of course, the first type of catalogue is often distributed free of charge, but even when this is not the case, it should not be comprised in the statistics.

Similar examples could be cited in regard to publications whose purpose it is to describe the activity of a business firm or a branch of industry. If the publication is written only for commercial advertising purposes and if it is distributed free of charge, it should not be included in the book production statistics. But if it deals with the scientific and technological aspects of a particular industrial activity and contains scientific and technical data, and if it is not distributed free of charge, it should be included in the statistics.

"(c) Publications belonging to the following categories in which the text is not the most important part:

(i) Musical works (scores or music books), provided that the music is more important than the words.

(ii) Maps and charts, with the exception of atlases; for example, astronomical charts, hydrographic, geographical and wall maps, road maps, geological surveys in map form and topographical plans."

For example, if the musical notation is included only to illustrate a study on the life and work of a composer, the publication should be included in the book production statistics. But if the complete musical score of a compositon contains a few notes or explanations on the life of the composer, the publication ought not to be included.

II. CLASSIFICATIONS

11. According to the Recommendation, all non-periodical publications should be classified classified according to the following criteria:

(1) The periodical publications mentioned in paragraph 2.b. of the Recommendation are not included here.

(a) Number of pages.

(b) Order of publication.

(c) Language.

(d) Subject groups.

Books and pamphlets

12. Most countries distinguish between books and pamphlets in their national bibliographies and statistics. While the distinction is based on such differing criteria as the format, quality of binding (hard cover or paperback) and, above all, content, the criterion adopted by most countries is the number of pages. That is why Unesco adopted that criterion in the Recommendation, despite the fact that, being purely formal, it does not reflect always the true importance of a publication. But, any other, less formal, criterion, would make the classification of publications according to their importance a much more subjective matter.

Among the varying numbers of pages used by the different countries to determine whether a publication is a book or a pamphlet, the Recommendation adopted the number used by the majority of countries and which is specified in the following definitions (paragraphs 6.a. and b.):

"A book is a non-periodical...publication of at least 49 pages, exclusive of the cover pages...

A pamphlet is a non-periodical...publication of at least 5 but not more than 48 pages, exclusive of the cover pages...".

According to these criteria no non-periodical publications of less than five pages should be included in book production statistics, even if they possess all the other characteristics of non-periodical publications. They are regarded as leaflets, folders, etc.

The Recommendation contains the reservation that the definitions it gives "are without prejudice to existing international agreements and should be used for the particular purpose of drawing up the book production statistics" referred to in the Recommendation itself.

Non-periodical publications in order of their appearance

13. According to the order of its appearance, a publication is regarded as a first edition, a re-edition or a reprint.

"A first edition is the first publication of an original or translated manuscript" (paragraph 6.c.).

A first edition is "an original edition" if it is printed in the language used by the author to write the manuscript.

"A translation is a publication which reproduces a work in a language other than the original language" (paragraph 6.f.).

It can happen that in bilingual or multilingual countries a book is published for the first time in the language of the original manuscript and is simultaneously translated and published in other of the national languages. Each such edition is to be considered as a first edition.

"A re-edition is a publication distinguished from previous editions by change made in the contents (revised edition) or layout (new edition)" (paragraph 6.d.).

It should be noted that the offprints mentioned in paragraph 9 above are not regarded as re-editions unless they have a separate pagination and a title of their own, in which case a change in the layout is involved.

"A reprint is unchanged in contents and layout, apart from correction of typographical errors in the previous edition. A reprint by any publisher other than the original publisher is regarded as a re-edition" (paragraph 6.e.).

Reprints are usually additional copies printed off the same unmodified type and plates used for a previous edition. A change in the title page, in the editorial notes or the price, or even the correction of typographical errors, does not change their classification as reprints.

The following example will give a better idea of the way in which these three types of edition differ according to the order of their appearance.

When a collection of short stories by an author is published for the first time from the original manuscript, the edition will be regarded as a first edition. If the same collection of short stories is printed and published a second time from the plates used for the first edition, this second edition will be regarded as a reprint, even if typographical errors have been corrected or if there are changes in the cover page, the price, etc. But if one short story included in the earlier edition is omitted or if the layout has been changed, the edition will be regarded as a re-edition.

Many practical difficulties arise in the compilation of statistics relating to these three types of edition. Usually there are no difficulties in regard to the collection of data concerning first editions or even re-editions. Difficulties mostly arise in connexion with reprints. Since they are mainly concerned with the characteristics and the problems of the methods of enumerating book production activity, the question will be dealt with in Chapter III below.

Subject groups

14. A better idea of the intellectual output, public tastes and publishing activity of a country can be obtained by studying and analysing the content of book production. That is why all book production statistics should be classified by subject groups.

Even before the adoption of the Recommendation, all countries classified their non-periodical publications by subject groups, but there were substantial differences from one country to another in regard both to the number of those groups and to their content. Some countries based their classification on the Universal Decimal Classification (UDC), some on a modified form of that system, others used the Dewey system, while still others chose different classifications.

The UDC system is widely used in a great number of libraries and documentation centres, and in bibliographies and reference lists. It is a complete system for the classification of all human knowledge and consists of ten main categories each of which is designated by one of the ten numerical symbols ("0" to "9").(1)

The UDC is an extremely practical system which covers all subjects and in which each separate subject can be dealt with in as much detail as desired.

It was because of the characteristics and widespread application of the UDC that the system was adopted in the Recommendation as the basis for the classification of book production by subjects. Until a better classification has been evolved and adopted, the Recommendation uses 23 subject groups based on the ten major UDC groups but with the addition of sub-divisions to two decimal places (in accordance with the UDC) for the very broad and heterogeneous groups, i.e. groups 3, 5, 6, 7 and 9.

The Recommendation provides for the double classification of two categories of non-periodical publications: school textbooks and children's books. These two types of publication should first be classified by subject under one of the 23 groups and then counted separately in one of the two groups entitled (a) school textbooks, and (b) children's books.

There are two reasons why the Recommendation deals in this way with school textbooks. Firstly, in some countries this category accounts for a high proportion of the book production; and secondly, a knowledge of the quantity of textbooks produced is useful for analyses of the material conditions of schooling and for educational planning.

Countries whose classification systems are not based on the UDC in adapting their particular classification to the one used in the Recommendation may obviously have some difficulty. But the flexibility of the UDC system is such that, with sustained effort on the part of the compiler of the statistics, the classifications currently used in existing national systems can gradually be adapted to the purposes of international comparability.

III. METHODS OF ENUMERATION

15. The statistics with which we are here concerned relate to the material volume of the book production as reflected in:

(a) The number of titles.

(b) The number of copies (printings).

The Recommendation (paragraph 7) specifies that "book production statistics should indicate the number of titles and, if possible, the number of copies of published works".

16. "A title is a term used to designate a printed publication which forms a separate whole, whether issued in one or several volumes" (paragraph 6.g.).

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(1) Generalities (0); Philosophy (1); Religion (2); Social Sciences (3); Philology (4); Pure Science (5); Applied Science (6); Fine Arts (7); Literature (8); Geography-History (9).

The word "book" is sometimes used as a synonym for "volume". However, in the strictly bibliographical sense, "book" is not always necessarily the same as "volume". A book is the division of a work as planned by the author, e.g. the original edition of "La Princesse de Clèves" is divided into four "books" which are usually published in two volumes.

17. The following examples will give a better idea of the numerical presentation of book production:

If a novel is published in three volumes and 100,000 copies of each volume are printed, from the quantitative point of view these will be shown in the statistics as:

number of titles: 1

number of copies: 100,000 (not 300,000)

The case above relates to the situation when the whole work is published in a single year. But "when a work is published in several volumes (not having separate titles) appearing over a period of several years, the work is counted each year as a single unit, whatever the number of volumes published in one year may be" (paragraph 7.a.).

Returning to the example mentioned above, if the first volume is published in 1964 and the second in 1965 the statistics will show the following:

for 1964:

number of titles: 1

number of copies: 100,000

for 1965:

number of titles: 1

number of copies: 100,000

This is a matter of expediency, for it is not really logical that a single work should be counted in the number of titles twice. However, since both the national bibliographies and the statistics are compiled annually no other procedure is possible if the statistics are to be complete.

18. In the paragraph dealing with methods of enumeration (paragraph 7) the Recommendation recognizes that it may not always be possible to submit data on the number of copies, since in may countries such data are not supplied by the publishers. That is why the paragraph offers the following alternative:

"Countries not able to supply information on the number of copies produced may, as an interim measure, supply information on the number of copies sold or otherwise distributed".

Although, at the time when the Recommendation was drawn up, a good many countries were unable to supply statistics concerning the number of copies of non-periodical publications issued, it was almost impossible to omit what is

perhaps the most important aspect of the material volume of book production. It goes without saying that those countries where such data have not hitherto been available should try to get the publishers to supply them so that they can serve as an element in the statistics.

19. The Recommendation provides for two special cases when the "volume", rather than the "title", should be taken as the statistical unit. They are the following:

"(i) When two or more separate works are published under the same cover and form a single publication (complete works of an author, selected plays by various authors, etc.).

(ii) When a work appears in several volumes, each volume having a different title and forming a separate whole" (paragraph 7.b.).

IV. PRESENTATION OF BOOK PRODUCTION STATISTICS

20. To permit the compilation and publication of international statistics on book production, the Recommendation specifies that the relevant data should be collected and tabulated by Member States annually.

The entire production of non-periodical publications should be grouped and consequently presented in tables by subjects in accordance with the classification given in paragraph 9 of the Recommendation.

In addition to subject groups, the tabulation specified in the Recommendation should take into account the following classifications:

(a) By number of pages (books and pamphlets) and by order of publication (first editions and re-editions) (paragraph 11.a. and b.).

(b) By language of publication (paragraphs 11.c. and d.).

(c) Translations, by original language (paragraphs 11.e. and f.).

It is important that statisticians should take into account all the tabulation elements specified in the Recommendation. However, the actual method of doing so may vary. One possible model, based on the principles of the Recommendation will be found in Annex 3, while another simpler one is the Unesco Statistical Questionnaire contained in Annex 2.

As mentioned in Chapter III above, the number of books published must be broken down into number of titles and number of copies. Thus all the tables mentioned must be in two parts, one giving the number of titles, the other the number of copies.

21. While on the subject of tabulation, mention must be made of the manner of showing the number of reprints. In tables where non-periodical publications are to be classified by order of publication (tables 1 and 2 in Annex 3), reprints are never counted in the number of titles, but only in the number of copies. In some cases they will be shown among the first editions, in others among the re-editions, depending upon the category of the preceding publication.

22. For the tabulations by language of printing (tables 3 and 4 in Annex 3), no distinction is made between books and pamphlets or according to order of publication. This means that the total output of non-periodical publications should be shown by language of publication, without distinguishing between books or pamphlets and regardless of the order of appearance of the edition.

A similar method of tabulation is recommended for translated books and pamphlets.

V. COLLECTING BOOK PRODUCTION STATISTICS

Sources of the statistics

23. National statistics on book production cannot be compiled unless a compulsory legal deposit system has already been introduced.

Legal deposit means that the institutions specified in the regulations must deposit, free of charge, one or more copies of every publication printed.

Legal deposit is today compulsory in most countries. It is generally governed by public regulations, usually laws, but sometimes by private agreements and contracts.

Regulations on legal deposit should specify three fundamental points: the types of publication that are subject to legal deposit, the depositors and the depositaries.

Up to the present there has been no international standardization of the principles of legal deposit, with the result that the manner of treating these three fundamental points varies greatly from one country to another.

24. National regulations differ appreciably in regard to the types of publication that are subject to compulsory legal deposit. In some countries only books, pamphlets and reviews must be deposited, whereas in others a much wider range of material is affected.

25. Responsibility for making the deposit may rest with one or all of the following: authors, publishers, printers.

In practice, it is easier to check that the legal deposit regulations are being complied with if only one of the above is made responsible.

26. In most countries the depositaries are the national or equivalent libraries, bur occasionally they are other institutions, such as specialized bibliographical institutes.

The institutions designated as depositaries for the legal deposit normally have to perform the many different tasks involved in that function. In other words they must collect and preserve the copies deposited and keep the bibliographies up to date. It is the depositary institutions which are usually responsible for drawing up national bibliographies.

27. By "national bibliography", which is of specific interest for the compilation of book production statistics, is meant the list of all publications printed

in any country. National bibliographies cannot be properly compiled unless there is a legal deposit system in operation.

National bibliographies are prepared periodically. The intervals at which they are issued depends upon the intensity of the book production activity in the country, the social and scientific interest of the bibliography and so on. They may be compiled monthly or quarterly, but are usually issued annually.

All national bibliographies give the name of the author, if it is known, the title of the publication and the number of pages. The publications listed are normally divided by subject groups.

In addition to the above details, national bibliographies may also provide such other information on the publications as the place of publication, the name of the publisher, the year of publication and so on.

The amount of information given about a publication in a national biography is obviously extremely important for the compilation of book production statistics.

28. In most countries, legal deposit and the compilation of the national bibliography are governed by regulations; for the efficient operation of these two institutions, however, it is important that the regulations should be complied with. In practice, this problem arises in two respects:

(a) The complete up-dating of publications in legal deposit.

(b) The up-dating of national bibliographies.

A practical method of ensuring that all non-periodical publications are deposited is to make the statutory depositor or depositors responsible for transmitting periodically to the depositary institution a list of the publications issued during the period that has just elapsed. This is one of the methods that make it easier to keep a check on the total production. However, even with such an arrangement, it is always possible that the regulations will not be complied with and that the publications are neither sent to the legal depositaries nor mentioned in the periodical lists. This means that the institutions which are designated as depositaries and are also responsible for compiling the national bibliography are obliged to use every possible means of making a check. In some countries this check can be made through the printers and publishers, while in others such a check would be contrary to the spirit of the country's social and political organization. Very often, therefore, the depositary institutions keep a close watch on the book market, exhibitions of publications, etc., as a permanent method of keeping a check on production.

The foregoing problems are usually outside the province of statisticians. However, they should have a knowledge of the regulations concerning legal deposit and of the principles underlying national bibliographies.

Task of the statistical service

29. The first task of the service responsible for compiling book production statistics is to examine the national bibliography in detail. This examination should bear on the following points:

(a) Comparison of the principles governing the coverage of the national bibliography with the principles of the Recommendation.

(b) Comparison of the classifications of the national bibliography with those of the Recommendation.

30. It may be that the coverage of the national bibliography does not exactly conform with the standards laid down in the Recommendation. There may be differences in regard to the distinction drawn between periodical and non-periodical publications (cf. paragraphs 1-3 above), the manner of treating publications excluded by the Recommendation (cf. paragraph 10 above), the omission of publications which should be included in the statistics, the manner of treating publications issued abroad but for various reasons deposited in the country and so on.

If the national bibliography is not in accord on all these points with the principles of the Recommendation, the international comparability of the statistics will be compromised unless the statistical service endeavours to supplement or correct the national bibliography along the lines of the Recommendation when compiling its statistics. There will obviously be no difficulty in omitting those publications which are listed in the national bibliography but which under the Recommendation should not be included in the statistics. The difficulty arises when the national bibliography does not list those publications which should be included in the international statistics. In such cases agreements can be concluded between the statistical service and the body responsible for compiling the national bibliography under which the latter undertakes to prepare additional lists of the publications in question.

31. Another potential source of divergence between national bibliographies and the Recommendation is the system of classification by subject groups. When the national bibliography is based on the UDC there is no difficulty - although even in this case school textbooks and children's books should be listed separately in the bibliography or identified by special signs. But if there is any appreciable difference between the classification system used in a country for compiling the national bibliography and the UDC, then there must be constant co-operation between the statistical service and the body responsible for preparing the national bibliography with a view to a gradual conversion of the categories of the classification in use to those of the Recommendation.

32. A knowledge of all the foregoing problems is essential if the statistical service is to be able to prepare the comments which should accompany all statistics whenever there is a divergence between national principles and those established in the Recommendation. These comments permit a better interpretation of the statistics and make it possible to determine the extent to which they are internationally comparable.

33. National bibliographies seldom mention all the items required for the compilation of book production statistics, e.g. the order of appearance of the edition and the number of copies printed. In such cases an agreement can be concluded between the statistical service and the institution responsible for compiling the national bibliography for the introduction of conventional signs for certain categories of data required for the compilation of the statistics in accord with the principles of the Recommendation.

If for some reason or other the foregoing procedure is not possible, then another simple and surer procedure for the handling of statistics can be recommended. This consists in completing in respect of every publication - the statistical unit, sent for legal deposit - an individual questionnaire. The questionnaire should cover all the characteristics proposed by the Recommendation for the compilation of international statistics (see Annex I). The questionnaire may also, of course, cover characteristics not mentioned in the Recommendation but which are perhaps of interest from the strictly national point of view.

The questionnaire can be completed by the persons responsible for compiling the bibliographical units for national bibliographies, particularly as they are usually specialists in one particular field and are consequently qualified to classify a publication in accordance with the principles of the Recommendation.

The individual questionnaire may prove useful even when the national bibliography is prepared in accordance with the criteria of the Recommendation and contains all the information required by the statistical service for compiling the book production statistics. In such cases it is for the statistical service to complete the questionnaire in respect of each individual statistical unit in the national bibliography This procedure can be recommended particularly when the national book production is substantial. Since the statistics can be analysed extremely easily with the help of such individual questionnaires, particularly if punched-card machinery is available.

34. In order to compile international statistics on book production, every year Unesco collects the necessary statistical data from Member States by means of a questionnaire (see Annex II). However, individual countries may, of course, find it in their national interest to compile and publish book production statistics at shorter intervals.

The statistics collected by Unesco have been published annually since 1952 in "Facts and Figures" and since 1963 in the "Unesco Statistical Yearbook". They have also been published since 1952 in the "United Nations Statistical Yearbook".

ANNEX I

1. MODEL INDIVIDUAL QUESTIONNAIRE ON BOOK PRODUCTION

Books and pamphlets published between 1.1.19- and 31.12.19-

Questions	Answers	Figures
1. Publisher's name and address		
2. Author's name		
3. Title of work		
4. UDC group (indicate the title and group symbol)		
5. Nature of work: (a) school textbook (b) children's book		
6. No. of pages (excluding cover pages)		
7. Order of appearance of the edition (first edition or re-edition)		
8. Language of publication		
9. Language of original work (for translations only)		
10. No. of volumes		
11. No. of copies		

.....19..

Signature of person responsible

.....

Country .....

34

STC/Q/701

Paris, February 1970
Original: English

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

STATISTICS ON BOOK PRODUCTION IN 1969

1. This questionnaire is designed to collect statistics on book production in 1969. The information obtained will be published in the *Unesco Statistical Yearbook*, in the *United Nations Statistical Yearbook* and in other publications.

2. This questionnaire has been established according to the *Recommendation concerning the international standardization of statistics relating to book production and periodicals*, adopted by the General Conference of Unesco at its thirteenth session, 19 November 1964 in Paris. For the sake of international comparability, it is highly desirable that the definitions and classifications cited below be strictly followed, as far as possible, in completing the questionnaire.

3. The *book production statistics* referred to in the recommendation mentioned above should cover printed non-periodical publications which are published in a particular country and made available to the public, and, in general, are publications which should be included in the national bibliographies of the various countries, with the exception of the publications listed below:

   (a) *Publications issued for advertising purposes*, provided that the literary or scientific text is subsidiary and that the publications are distributed free of charge:

      (i) Trade catalogues, prospectuses and other types of commercial, industrial and tourist advertising;

      (ii) Publications describing activities or technical progress in some branch of industry or commerce and drawing attention to the products or services supplied by the publisher.

   (b) *Publications belonging to the following categories, when they are considered to be of a transitory character:*

      (i) Time-tables, price lists, telephone directories, etc.;

      (ii) Programmes of entertainments, exhibitions, fairs, etc.;

      (iii) Regulations and reports of business firms, company directives, circulars, etc.;

      (iv) Calendars, almanacs, etc.

   (c) *Publications belonging to the following categories in which the text is not the most important part:*

      (i) Musical works (scores or music books), provided that the music is more important than the words;

      (ii) Maps and charts, with the exception of atlases; for example, astronomical charts, hydrographic, geographical and wall maps, road maps, geological surveys in map form and topographical plans.

4. The following types of publication, inter alia, should be included in book production statistics:

Paris, February 1970
Original: English

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

STATISTICS ON BOOK PRODUCTION IN 1969

1. This questionnaire is designed to collect statistics on book production in 1969. The information obtained will be published in the *Unesco Statistical Yearbook,* in the *United Nations Statistical Yearbook* and in other publications.

2. This questionnaire has been established according to the *Recommendation concerning the international standardization of statistics relating to book production and periodicals*, adopted by the General Conference of Unesco at its thirteenth session, 19 November 1964 in Paris. For the sake of international comparability, it is highly desirable that the definitions and classifications cited below be strictly followed, as far as possible, in completing the questionnaire.

3. The *book production statistics* referred to in the recommendation mentioned above should cover printed non-periodical publications which are published in a particular country and made available to the public, and, in general, are publications which should be included in the national bibliographies of the various countries, with the exception of the publications listed below:

   (a) *Publications issued for advertising purposes,* provided that the literary or scientific text is subsidiary and that the publications are distributed free of charge:

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      (ii) Publications describing activities or technical progress in some branch of industry or commerce and drawing attention to the products or services supplied by the publisher.

   (b) *Publications belonging to the following categories, when they are considered to be of a transitory character:*

      (i) Time-tables, price lists, telephone directories, etc.;

      (ii) Programmes of entertainments, exhibitions, fairs, etc.;

      (iii) Regulations and reports of business firms, company directives, circulars, etc.;

      (iv) Calendars, almanacs, etc.

   (c) *Publications belonging to the following categories in which the text is not the most important part:*

      (i) Musical works (scores or music books), provided that the music is more important than the words;

      (ii) Maps and charts, with the exception of atlases; for example, astronomical charts, hydrographic, geographical and wall maps, road maps, geological surveys in map form and topographical plans.

4. The following types of publication, inter alia, should be included in book production statistics:

   (a) *Government publications,* i.e., publications issued by public administrations or their subsidiary bodies, except for those which are confidential or designed for internal distribution only;

   (b) *School textbooks,* i.e., books prescribed for pupils receiving education at the first and second level as defined in the recommendation concerning the international standardization of educational statistics adopted by the General Conference on 3 December 1958;

   (c) *University theses;*

   (d) *Offprints,* i.e., reprints of a part of a book or a periodical already published, provided that they have a title and a separate pagination and that they constitute a distinct work;

   (e) *Publications which form part of a series,* but which constitute separate bibliographical units;

   (f) *Illustrated works:*

      (i) Collections of prints, reproductions of works of art, drawings, etc., when such collections form complete, paginated volumes and when the illustrations are accompanied by an explanatory text, however short, referring to these works or to the artists themselves;

      (ii) Albums, illustrated books and pamphlets written in the form of continuous narratives, with pictures illustrating certain episodes;

      (iii) Albums and picture books for children.

5. In compiling these statistics, the following definitions should be used:

(a) A publication is considered to be *non-periodical* if it is published at one time, or, at intervals, by volumes, the number of which is generally determined in advance;

(b) The term *printed* includes reproduction by any method of mechanical impression, whatever it may be;

(c) A publication is considered to be *published in a particular country* if the publisher has his registered office in the country where the statistics are compiled, the place of printing or place of circulation here being irrelevant. When a publication is issued by one or more publishers who have registered offices in two or more countries, it is considered as having been published in the country or countries where it is issued;

(d) A publication is considered as being *made available to the public* when it is obtainable either by purchase or by distribution free of charge. Publications intended for a restricted readership, such as certain government publications, those of learned societies, political or professional organizations, etc., are also considered as being available to the public.

(e) A *book* is a non-periodical printed publication of at least 49 pages, exclusive of the cover pages, published in the country and made available to the public.

(f) A *pamphlet* is a non-periodical printed publication of at least 5 but not more than 48 pages, exclusive of the cover pages, published in a particular country and made available to the public;

(g) A *first edition* is the first publication of an original or translated manuscript;

(h) A *re-edition* is a publication distinguished from previous editions by change made in the contents (revised edition) or layout (new edition);

(i) A *reprint* is unchanged in contents and layout, apart from correction of typographical errors in the previous edition. A reprint by any publisher other than the original publisher is regarded as a re-edition;

(j) A *translation* is a publication which reproduces a work in a language other than the original language;

(k) A *title* is a term used to designate a printed publication which forms a separate whole, whether issued in one or several volumes.

6. If the statistics which you have supplied in the tables do not correspond to the standards and definitions listed above in paragraphs 3 to 5, please indicate any differences and other facts which would have a bearing on the interpretation of your figures.

7. Please leave no blank. The following symbols should be used:

Data not available	...
Nil	-
Estimated figures	*

8. Name and address of organization completing the questionnaire:

.....

.....

.....

5. In compiling these statistics, the following definitions should be used:

(a) A publication is considered to be *non-periodical* if it is published at one time, or, at intervals, by volumes, the number of which is generally determined in advance;

(b) The term *printed* includes reproduction by any method of mechanical impression, whatever it may be;

(c) A publication is considered to be *published in a particular country* if the publisher has his registered office in the country where the statistics are compiled, the place of printing or place of circulation here being irrelevant. When a publication is issued by one or more publishers who have registered offices in two or more countries, it is considered as having been published in the country or countries where it is issued;

(d) A publication is considered as being *made available to the public* when it is obtainable either by purchase or by distribution free of charge. Publications intended for a restricted readership, such as certain government publications, those of learned societies, political or professional organizations, etc., are also considered as being available to the public.

(e) A *book* is a non-periodical printed publication of at least 49 pages, exclusive of the cover pages, published in the country and made available to the public.

(f) A *pamphlet* is a non-periodical printed publication of at least 5 but not more than 48 pages, exclusive of the cover pages, published in a particular country and made available to the public;

(g) A *first edition* is the first publication of an original or translated manuscript;

(h) A *re-edition* is a publication distinguished from previous editions by change made in the contents (revised edition) or layout (new edition);

(i) A *reprint* is unchanged in contents and layout, apart from correction of typographical errors in the previous edition. A reprint by any publisher other than the original publisher is regarded as a re-edition;

(j) A *translation* is a publication which reproduces a work in a language other than the original language;

(k) A *title* is a term used to designate a printed publication which forms a separate whole, whether issued in one or several volumes.

6. If the statistics which you have supplied in the tables do not correspond to the standards and definitions listed above in paragraphs 3 to 5, please indicate any differences and other facts which would have a bearing on the interpretation of your figures.

7. Please leave no blank. The following symbols should be used:

Data not available	...
Nil	-
Estimated figures	*

8. Name and address of organization completing the questionnaire:

.....

.....

.....

9. The questionnaire is forwarded to you in two copies. You are requested to enter on the questionnaire as much of the data as you are able to supply, and to return one copy before 1 June 1970 to the following address:

Division of Statistics on
Culture and Communication,
Office of Statistics, Unesco,
Place de Fontenoy,
Paris-7e, France.

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Table 1. STATISTICS ON BOOK PRODUCTION IN 1969

Number of titles, classified by subject

Subject Groups	UDC Headings[1]	Total number of titles (first editions and re-editions)[2]			Number of titles of first editions only		
		Books	Pamphlets	Total	Books	Pamphlets	Total
1. Generalities	0						
2. Philosophy, psychology	1						
3. Religion, theology	2						
4. Sociology, statistics	30-31						
5. Political science, political economy	32-33						
6. Law, public administration, welfare, social relief, insurance	34, 351-354, 36						
7. Military art and science	355-359						
8. Education	37						
9. Trade, communications, transport	38						
10. Ethnography, manners and customs, folklore	39						
11. Linguistics, philology	4						
12. Mathematics	51						
13. Natural sciences	52-59						
14. Medical sciences, public health	61						
15. Technology, industries, trades and crafts	62, 66-69						
16. Agriculture, forestry, stockbreeding, hunting, fishing	63						
17. Domestic science	64						
18. Commercial and business management techniques, communications, transport	65						
19. Town planning, architecture, plastic arts, minor arts, photography, music, film, cinema, theatre, radio, television	70-78, 791-792						
20. Entertainment, pastimes, games, sports	790, 793-799						
21. Literature	8						

Table 1. STATISTICS ON BOOK PRODUCTION IN 1969

Number of titles, classified by subject

Subject Groups	UDC Headings[1]	Total number of titles (first editions and re-editions)[2]			Number of titles of first editions only		
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5. Political science, political economy	32-33						
6. Law, public administration, welfare, social relief, insurance	34, 351-354, 36						
7. Military art and science	355-359						
8. Education	37						
9. Trade, communications, transport	38						
10. Ethnography, manners and customs, folklore	39						
11. Linguistics, philology	4						
12. Mathematics	51						
13. Natural sciences	52-59						
14. Medical sciences, public health	61						
15. Technology, industries, trades and crafts	62, 66-69						
16. Agriculture, forestry, stockbreeding, hunting, fishing	63						
17. Domestic science	64						
18. Commercial and business management techniques, communications, transport	65						
19. Town planning, architecture, plastic arts, minor arts, photography, music, film, cinema, theatre, radio, television	70-78, 791-792						
20. Entertainment, pastimes, games, sports	790, 793-799						
21. Literature	8						
(a) History of literature and literary criticism							
(b) Literary texts							
22. Geography, travel	91						
23. History, biography	92-99						
TOTAL	0/99						
School textbooks and children's books already identified in the above-mentioned subject groups should also be counted separately in the two following additional groups:							
(a) School textbooks							
(b) Children's books							

1. Universal Decimal Classification.
2. Reprints should not be counted in the number of titles, but only in the number of copies (see table 2).

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Table 2. STATISTICS ON BOOK PRODUCTION IN 1969

Number of copies, classified by subject[1]

Subject Groups	UDC Headings[2]	Total number of copies[3] (in thousands)			Number of copies of first editions only (in thousands)[4]		
		Books	Pamphlets	Total	Books	Pamphlets	Total
1. Generalities	0						
2. Philosophy, psychology	1						
3. Religion, theology	2						
4. Sociology, statistics	30-31						
5. Political science, political economy	32-33						
6. Law, public administration, welfare, social relief, insurance	34, 351-354, 36						
7. Military art and science	355-359						
8. Education	37						
9. Trade, communications, transport	38						
10. Ethnography, manners and customs, folklore	39 39						
11. Linguistics, philology	4						
12. Mathematics	51						
13. Natural sciences	52-59						
14. Medical sciences, public health	61						
15. Technology, industries, trades and crafts	62, 66-69						
16. Agriculture, forestry, stockbreeding, hunting, fishing	63						
17. Domestic science	64						
18. Commercial and business management techniques, communications, transport	65						
19. Town planning, architecture, plastic arts, minor arts, photography, music, film, cinema, theatre, radio, television	70-78, 791-792						
20. Entertainment, pastimes, games, sports	790, 793-799						

Number of copies, classified by subject[1]

Subject Groups	UDC Headings[2]	Total number of copies[3] (in thousands)			Number of copies of first editions only (in thousands)[4]		
		Books	Pamphlets	Total	Books	Pamphlets	Total
1. Generalities	0						
2. Philosophy, psychology	1						
3. Religion, theology	2						
4. Sociology, statistics	30-31						
5. Political science, political economy	32-33						
6. Law, public administration, welfare, social relief, insurance	34, 351-354, 36						
7. Military art and science	355-359						
8. Education	37						
9. Trade, communications, transport	38						
10. Ethnography, manners and customs, folklore	39 39						
11. Linguistics, philology	4						
12. Mathematics	51						
13. Natural sciences	52-59						
14. Medical sciences, public health	61						
15. Technology, industries, trades and crafts	62, 66-69						
16. Agriculture, forestry, stockbreeding, hunting, fishing	63						
17. Domestic science	64						
18. Commercial and business management techniques, communications, transport	65						
19. Town planning, architecture, plastic arts, minor arts, photography, music, film, cinema, theatre, radio, television	70-78, 791-792						
20. Entertainment, pastimes, games, sports	790, 793-799						
21. Literature	8						
(a) History of literature and literary criticism							
(b) Literary texts							
22. Geography, travel	91						
23. History, biography	92-99						
TOTAL	0/ 99						
School textbooks and children's books already identified in the above-mentioned subject groups should also be counted separately in the two following additional groups:							
(a) School textbooks							
(b) Children's books							

1. Countries not able to supply information on the number of copies produced may, as an interim measure, supply information on number of copies sold or otherwise distributed.
2. Universal Decimal Classification.
3. Namely number of copies of first editions, re-editions and reprints (Reprints should be counted in the number of copies but not in the number of titles).
4. Including reprints of first editions.

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Table 3. STATISTICS ON BOOK PRODUCTION IN 1969 [1]

Number of titles and copies, classified by language of publication

Language of publication [2]	Number of titles [3]	Number of copies [3] (in thousands)	Language of publication [2]	Number of titles [3]	Number of copies [3] (in thousands)
Total					

Number of titles and copies, classified by language of publication

Language of publication [2]	Number of titles [3]	Number of copies [3] (in thousands)	Language of publication [2]	Number of titles [3]	Number of copies [3] (in thousands)
Total					

ANNEX III

3. MODEL STATISTICAL TABLES OF BOOK PRODUCTION

1. Total production of books and pamphlets by subject and order of appearance of the edition.

Number of titles

Subject groups	Books			Pamphlets			Total		
	first editions	re-edi-tions	total	first editions	re-edi-tions	total	first editions	re-edi-tions	total

2. Total production of books and pamphlets by subject and order of appearance of the edition.

Number of copies

Subject groups	Books			Pamphlets			Total		
	first editions	re-edi-tions	total	first editions	re-edi-tions	total	first editions	re-edi-tions	total

3. Total production of books and pamphlets by subject and language of publication.

Number of titles

Subject groups	Total	Language of publication	Two or more languages

4. Total production of books and pamphlets by subject and language of publication.

Number of copies

Subject groups	Total	Langauge of publication	Two or more languages

5. Translations of books and pamphlets by subject and original language.

Number of titles

Subject groups	Total	Original language

6. Translations of books and pamphlets by subject and original language.

Number of copies

Subject groups	Total	Original language

3. STATISTICS ON MASS MEDIA

1. INTRODUCTION

1.1 The nature of mass communication is complex. The process involves a "communicator" with "information" to impart, and a means of imparting it. It also involves a "recipient, capable, willing, and able to receive the information". Communication without reception is valueless.

1.2 The task of the statistician working in this field of mass communication must be to devise and implement a system for the recording of relevant and useful data, and the analysis of this data so that he can report accurately and meaningfully on the status and development of mass media facilities in his country. In order to perform this task he will need the co-operation of both those who are "communicators" and those who are "recipients of communication" from mass media.

1.3 Most use will result if the information is collected and analysed regularly according to a set of rules based on uniform concepts, definitions, and methods of classification and tabulation. With this kind of information expressed numerically, the statistician can give a clear picture of the development and present position of mass media of the country, and help the administration to make decisions on questions of policy and plans for further development.

1.4 In most countries the systematic collection of information about mass media facilities is not well developed. This is particularly in contrast to the availability of other official statistics, such as the registration of births and deaths, imports and exports, money transactions, production of commodities, and other facts relating to the demographic and economic state of the country. In countries where systematic attempts have been made to collect information about mass media facilities, the method of collection and analysis, generally having been developed by trial and error over a period of time, has not been constant. Nor, indeed, has the system of collection and analysis developed in the same way in different countries, making comparisons between the data difficult.

1.5 While national statistics relating to mass media facilities are needed primarily for the purposes of internal policy making, the ability to contrast and compare the current position and development in one's own country with others will be an aid to such internal decisions.

1.6 This problem of international comparability exists in all fields of statistics. Much has already been done by the United Nations, its Specialized Agencies, and other international organizations to improve the international comparability of statistics relating to education, population, economic activities, agriculture, labour, health, telecommunications and other subjects (see: United Nations Directory of International Standards for Statistics, New York 1955/Statistical papers, Series M No. 22).

1.7 In the field of mass media statistics, the United Nations Educational, Scientific and Cultural Organization, under the authority of its General Conference, has adopted a Recommendation concerning the international standardization of statistics relating to book production and periodicals (thirteenth session of the General Conference, Paris, 19 November 1964). This provides standard definitions, methods of enumeration, classification and tables. In addition Unesco

periodically collects, for publication in the Unesco Statistical Yearbook and in special reports, information concerned with press, radio and television, film and cinema facilities, by means of a questionnaire, from Member States.

1.8 It is the purpose of this paper therefore to suggest a means for recording relevant and useful data in the field of mass media.

1.9 It will first review the kinds of policy decision in economic, cultural and scientific areas that might have to be made, and the kind and format of data required as a basis for these decisions. It will also review the nature of the mass communication process itself.

1.10 Resulting from this review, it will suggest techniques for the collection of the data, and from whom it should be collected. Ways of handling, storing and analysing the large quantities of data collected, as well as standard tabulations of the data to provide a general picture of mass media in each country.

1.11 It has not been possible, in this paper, to include a detailed discussion concerning the methods of assessing the "communication effectiveness of different media" involving the collection of information about the "recipients of communication". However, this aspect will be considered in a special Unesco document under preparation.

2. THE USES OF MASS MEDIA STATISTICS AND THE TYPE OF DATA REQUIRED

2.1 All data collection and subsequent data analysis must be geared specifically to the problems in which they will be used. This section of the paper reviews the kind of decision areas likely to be encountered by each Member State in which mass media statistics can form the basis for the decision.

2.2 All educational, scientific and cultural decisions are necessarily made within the framework of the total resources available to the Member State. Invariably the demands for these resources are greater than the total available. The decision areas about which we are talking involve a choice or allocation: should the available funds go into this area or into that area?

2.3 The first allocation problem might relate to the total size of the "communication" sector and the relationship of this sector to other sectors in the economy. The data must provide an estimate of manpower and resources employed in total in the "communication" sector.

2.4 Within the "communication" sector the administration may be faced with choice or allocation problems in three main areas: (a) economic, (b) scientific and (c) cultural educational (the political decision areas are considered outside the scope of this paper).

(a) Economic

(i) The number and type of organisations controlling the means of communication and the effectiveness of those means should form the background for decisions on whether mergers between such companies are "in the public interest", or whether closures of mass media should be avoided by the payment of subsidies.

(ii) The size and nature of the existing mass communication facilities should form the background to decisions to make finance available for the development of a television network (or a second television channel or a colour network).

(iii) The nature of the programmes transmitted on existing radio and television network, and the nature of the audience to them, will be relevant to introducing an educational network or for a closed circuit education network to schools and universities.

(iv) The location of editorial offices, printing plants, television and radio studios and transmitters is relevant to decisions about the location of industry both generally and specifically for new developments in the communication industry.

(v) The size of media vehicles (press circulation, radio and television receivers, cinema attendances) is relevant to questions about likely revenue from licences or taxation.

(b) Cultural/educational

(i) The knowledge of the size and nature of the channels and effectiveness of communication is essential to many cultural/educational decisions. It provides the administration with the knowledge of how it can communicate with the population. It provides a means of knowing how it can disseminate information about its policies and what it requires of the population.

(ii) Knowledge of the existing dissemination of educational material, literature and films of artistic merit, can aid decisions about what additional educational material it should supply or subsidize. These data would form a background for decisions by the administration for dealing with problems of literacy and education.

(c) Scientific

Knowledge of the development and technical resources of the communication industry can aid such decisions as:

(i) the volume of permits for foreign technicians or the import of foreign equipment;

(ii) the setting up (and subsidising) of technical training facilities; and

(iii) grants for students to train abroad.

2.5 These are just some of the decisions the administration may be called upon to make, for which data on mass media facilities are of direct use. Four important elements emerge from this review:

(a) The data required is extensive, and may be summarised as:

(i) What is the number, size and nature of the available media vehicles, production and training facilities? This is the area of communication "MEANS"!

(ii) In whose hands are the means of communication? Can these means be hired? This is the area of the "COMMUNICATOR".

(iii) What is being communicated? This is the area of "INFORMATION".

(iv) How effective is the communication? This is the area of the "RECIPIENT".

(b) The range of problems is great and will require great flexibility of analysis of the basic data.

(c) Decisions will be aided in many cases by knowledge of trends, the data should therefore be collected at regular intervals.

(d) Decisions will be aided by an examination of the position and development in other Member States, consequently, the standardization of approach and of actual data collected, enabling international comparisons, will be a considerable advantage.

3. THE COLLECTION AND ANALYSIS OF MASS MEDIA STATISTICS

3.1 In the area of mass communication, the "communicators" and the "means" of communication they control or use are relatively small in number and easy to identify. "Recipients" of mass communication are large in number and require no special attributes. They are consequently much less economically identified. Nevertheless, a knowledge of the type and number of persons who received the "communication" is essential for any kind of index of "communication effectiveness" needed for many of the policy decisions indicated in Chapter 2.

3.2 In this paper, however, it has not been found possible to examine the complex questions involved in the area of "communication effectiveness" (as already mentioned in the Introduction - see p. 38, para. 1.11) and therefore, this Chapter deals with the identification of "communicators" and the "means" of communication, a technique for the gathering and analysis of the respective data, and a specification of the data to be collected.

"Communicators" and "Means"

3.3 There are a number of ways in which an administration can collect data about mass media facilities. It can look to official records about radio and television transmission and reception licences, films, transmission and recording equipment and newsprint imports, companies registered as publishers, and semi-official records from libraries receiving copies of newspapers and periodicals. However extensive and diligent the search for a collection of mass media data from all these sources, it is unlikely to be sufficient to satisfy the needs indicated in Chapter 2.

3.4 The technique of data collection which this paper proposes is to circulate a questionnaire to a FULL SURVEY of persons, partnerships or companies who are involved at all in mass communication. In the interests of international comparability of the data, when designing the national questionnaire, it would be highly desirable that careful consideration is given to the concepts, classifications and definitions which have been widely accepted as international standards.

3.5 The areas that we now examine in greater detail are:

(A) Drawing up the names and addresses for the survey.

(B) Information required from each informant, the format of the questionnaire and individual questions.

(C) Guidelines for questionnaire design and layout.

(D) Guidelines for administering the survey.

(E) The coding of the questionnaire for subsequent computer analysis of the data.

(A) Drawing up the names and addresses for the survey

A number of sources are likely to be available to each Member State for drawing up a list of persons, partnerships or companies likely to be involved in the area of mass communication.

3.6 The objective must be to gain a fully comprehensive list, such that information will be provided on every relevant mass media vehicle. It will be better to err on the side of collecting information about the same media vehicle from two different sources, for example from the cinema owner and the screen contractor, or from both the holding company and its subsidiary, than to risk missing the information. Moreover, some duplication of information is an advantage in that it will enable a certain amount of checking to be carried out on the consistency of the answers.

3.7 We are therefore required in drawing up the survey and, in designing the questionnaire, to gather information from:

(a) the owners of the "means" of communication, e.g., the printing plant, or the television transmitter;

(b) and/or the operators of the "means" of communication, e.g., the controllers of the editorial or the programme content;

(c) and/or the producers of material for the operator, e.g., film production organization;

(d) and/or the sellers of advertising space providing revenue for the operators or owners.

In some cases these different operations will be performed by the same organization, in others each operation may be performed by a different organization.

3.8 The following probably represent the main sources open to Member States which will provide the required names and addresses:

(a) Licences

All persons, partnerships or companies licensed to:

publish a newspaper, or any other periodical;

transmit radio or television broadcasts;

screen films publicly.

(b) Registered companies

All registered companies whose Articles of Association include:

(i) publishing, or the acquisition of the means of publishing a newspaper, or any other periodical: the selling of advertising space in newspapers or other periodicals;

(ii) radio or television broadcasting, or the acquisition of the means of radio or television broadcasting, the production and/or distribution of programme material for radio or television broadcasting, or the selling of advertising space on radio or television;

(iii) the screening of films publicly, or the acquisition of the means to screen films publicly, the production and/or distribution of films for public display, the selling of cinema advertising space.

(c) Institutions

All trade, technical and professional bodies;

All educational, cultural, social or religious organizations;

All military, government and political organizations;

All major industrial or commercial organizations who may:

publish newspapers or other periodicals

make radio and television broadcasts (including closed circuit)

screen films.

(d) Tax returns

All companies which have declared during the previous 12 months earnings from:

(i) The publishing (or the ownership of the means of publishing) a newspaper or other periodical: the selling of advertising space in newspapers or other periodicals;

(ii) radio or television broadcasting (or the ownership of the means of radio or television broadcasting): the production and/or distribution of programme material for radio and television broadcasting: the selling of advertising space on radio or television;

(iii) the screening of films publicly (or the ownership of the means to screen films publicly): the production and/or distribution of films for public display: the selling of cinema advertising space.

(e) Published directories

The use of published sources of the names and proprietors of media vehicles.

3.9 An analysis of these five sources of information should provide a comprehensive list of "communicators" and the "means" of communicating at their disposal. It is unlikely that any one of these sources (particularly (e))will be sufficient on its own.

3.10 The drawing up of these names and addresses is the most crucial part of the whole operation for collecting statistics about mass media facilities. If a complete survey is not achieved, however well conceived the questioning, the results obtained will not be representative. A wrong picture of mass media facilities could well be given, and many policy decisions adversely affected. The importance of a complete survey cannot be stressed too strongly.

(B) Data required

Information required from each informant, the format of the questionnaire and individual questions

3.11 It is suggested that there is one questionnaire which is administered to all listed on the survey. The size and operations of the respondent organizations will however vary enormously, and if the whole questionnaire was delivered at one time, it would have to be large enough (both in space for answers and range of questions, as some organizations may control 100 newspapers, 20 magazines and two television stations, but another only one newspaper) to cover the largest organization. This would be wasteful.

3.12 The following procedure could be followed. The questionnaire would comprise of five sections (I to V). Section I determines whether the respondent has any interest in a particular media section and the extent of that interest (e.g. does not publish a newspaper or magazine, but controls 87 cinemas). This is sent first so that this information can be used to determine which further specialized sections (as listed below) to send and how many answer forms (e.g., no more questions on press media, and sufficient answer forms to cover 87 cinemas).

The questionnaire is divided into five sections as follows:

Section I	The respondent organization	
Section II	General interest newspapers and other periodicals	
Section III	Radio	these two sections can be conveniently combined
Section IV	Television	
Section V	Film and cinema	

3.13 The following paragraphs contain suggestions on the types of data to be collected and on the questions to be selected when establishing the questionnaire. We will therefore examine each section in turn to see the kind of information which will be required and the kind of questioning that will reveal it.

The Appendices I and II to this paper contain a certain number of definitions and criteria concerning press, radio, television and cinema, which may be useful in drafting explicitly the questions to be included in the questionnaire.

3.14 Section I: The respondent organization

(i) Classification of the media data by region, type and size of organization will be useful. The questionnaire should therefore include questions about the full name and registered address of the organizations and about their type: individual, private or public company, partnership, trade, technical or professional body, charity, government department, etc.

(ii) Subsequent communication with the organization will be better if personified, and responsibility for the accuracy of the questionnaire should be specific. It would be necessary to ask for the name and title of the chief executive: president, chairman, manager, owner or other.

(iii) Production facilities which the organization has under its control, and what are the nature of its products. It would be necessary to question by means of an appropriate table about the number of persons employed full and part-time by organizations and their distribution by activity: administration, sales, production and editorial. The questionnaire should also consist of two tables concerning the facilities available in the establishments controlled by the organizations. The first table should refer to the press and the other table to cinema, radio and television.

The table concerning press should comprise several columns so that the respondent organizations can provide information for each of their printing plants. The type of information requested should refer to: (1) town of printing plants location, (2) maximum output per hour expressed in number of copies printed hourly from each process: gravure, letterpress, offset, lithography, process engraving, block making and other, (3) average total output in copies printed during the last twelve months, (4) total number of employees, full and part-time.

The table concerning cinema, radio and television should present a layout similar to that of the press table with columns for each establishment controlled by the organizations and should include questions about the name of the location town, facilities, production and persons employed. The item "facilities" should refer to the number of sound recording and film studios, cinemas, video tape recording in colour and in black and white, and film processing laboratories. The item "production" should refer to the number and length in minutes of long and short films and of programmes (sound) produced during the last 12 months.

Section II: General interest newspapers and other periodicals

3.15 It is unlikely that any student of mass media press facilities will be interested in the details of each and every press publication, but the range of tabulations of combinations of media he might require are too great to foresee. At this primary stage of data collection no attempt at summarizing data is therefore recommended, and it will be seen that the proposed questions for press media relate to each individual publication. Suitable data storage and retrieval and analysis techniques are available to cope with the volume of data produced.

3.16 It is probable that a student of mass media would want to examine within the total number of newspapers and other periodicals the following information (being able to cross analyse it with data from Section I) in order to get a full picture of the facilities available.

1. The type of publication (general interest newspapers and other periodicals.

2. Frequency of issue (and of any regular supplements to the main issues) and time of appearance of the main issue: morning, evening, morning and evening.

3. Language(s) of publication.

4. Circulation - precisely defined - for each language edition, within and without the national boundaries.

5. Average size of issue - number of pages.

6. Average percentage of total pages which are paid for advertising.

7. Town(s) of publication and percentage of total copies printed in each town.

8. Printing process employed: letterpress, offset, gravure, lithography and others.

9. Availability of colour reproduction - extra colour, pre-printed colour-insert, 4 colour register.

10. If a "general" publication, subjects (and proportions of total space) covered. These subjects may be enumerated as follows: the "arts", business and industry, Parliamentary and law reports, home news, foreign news, fashion, cookery, short stories or serials, travel, furniture and furnishing, editorial comment, readers' letters, other.

11. Selling price (retail).

12. Date of first issue.

Sections III and IV: Radio and television

3.17 For a full picture of radio and television facilities, the following information would be required from each radio and television station:

(i) Name of radio or television station and network to which it belongs (if any).

(ii) Place of administrative offices.

(iii) Place of the main and relay transmitters, with:

(a) Power

(b) for radio: wave length and wave band
for television: channel of transmission and lines per frame

(c) for radio: stereophony or monophony
for television: colour or black and white

(d) date of first transmission

(e) country(ies) of origin of main equipment.

(iv) Transmission hours.

(v) Transmission languages.

(vi) Transmission area - (national and international).

(vii) Revenue:

(a) average daily minutes of advertising "spots". Are these "spots" inserted singly during programmes, in groups, etc.?

(b) percentage of sponsored, percentage of unsponsored programmes

(c) is revenue derived from licence fees?

(viii) Programming:

(a) type of programmes transmitted

(b) whether programmes are home produced or foreign produced

(c) percentage of programmes which are networked

(d) programme production facilities

(e) type of programmes produced.

(ix) Television only - colour transmissions:

(a) number of hours per week

(b) system used

(c) date of inception.

(x) Radio only - stereo transmissions:

(a) number of hours per week

(b) date of inception.

Section V: Films and cinema

3.18 For a full picture of film and cinema facilities the following information would be required from each cinema owner and/or operator, film producer or distributor:

(a) Cinema owners and/or operators

1. Name and address of cinemas (if permanent)

2. Seating capacity

3. Outdoor/indoor - if outdoor is it a drive-in? Fixed establishments and mobile cinema units

4. Number of operating weeks during a year

5. Daily hours of opening

6. Number of weekly performances (adults)

7. Number of weekly performances (children)

8. Commercial and non-commercial exhibitions, other exhibitions as in the case of clubs, co-operative groups, military establishments, etc.

9. Minimum and maximum price of tickets including tax

10. Total ticket sales during last 12 months ended .....

11. Number of different programmes shown during last 12 months ended ....

12. The showing of advertising films or slides during performances

13. Projection facilities - 16 mm, 35 mm, 70 mm, cinerama

14. Type of film shown:

    by category;
    by import, local/own production;
    by language, sub-titles.

(b) Film distributors

1. Number of short and long films distributed for public performance during last 12 months ended .....

2. Language(s)

3. Category of films: news films, documentary, instructional, etc.

4. Film formats: 70, 35, 16 mm

5. Performances minutage

6. Home, foreign or co-operative production.

(c) Film producers

Similar information requested as for film distributors. In addition:

1. Number and total minutage of short and long films by category if a new sound track or sub-titles have been added

2. Production of short and long films in 35 mm and 16 mm, for television transmission

(C) Guidelines for questionnaire design and layout

3.19 The questionnaire is in most cases the only form of communication that takes place between the organization sponsoring the survey and the respondent organizations. It must therefore satisfy certain requirements:

(1) The questionnaire should be printed in a style and on paper appropriate to the importance of the sponsoring body. The better looking the questionnaire, the more regard a respondent will have for it.

(ii) The questionnaire should be relevant to each respondent who receives it. In this case it is particularly important for large publishers or cinema owners to have sufficient room to provide answers about all their publications or cinemas. It is essential that the questionnaires should be loose-leaf, so that they can be made up as required for especially large respondents.

(iii) The questionnaire should be laid out in an uncramped style with plenty of space for, and a clear indication of where to make all answers. Answer boxes are suggested as particularly suitable.

(iv) Questions must be explicit, in the appropriate language(s) with a full explanation of the terminology used.

(v) Pre-coding - It is suggested that the questionnaires are pre-coded. That is, the answer to each question is designated a position (e.g. card 2, column 67, position 2) where it will subsequently be punched on the punched card. The main implication (and advantage) is that each question is given a predetermined variety of answers.

Each questionnaire should have a unique number for subsequent identification.

(vi) Piloting - It is recommended that a small pilot study be made. Inconsistencies or unclear items would thereby be revealed. A pilot study of, say, 10 questionnaires sent to diverse organizations would be sufficient.

(D) Guidelines for administering the survey

3.20 The objective must be to achieve a full survey with accurate data. The objective is best achieved by respondent co-operation rather than respondent compulsion. Nevertheless a "fine" or "penalty" for non-completion or supplying false information knowingly is useful as a last resort.

3.21 Suggested ways of improving respondent co-operation:

(i) Prior warning of the survey (perhaps encourage them to use the survey as a news item).

(ii) Full explanation in a covering letter of who is collecting the information and for what purpose.

(iii) Assure respondents that details about their organization will be treated confidentially (and will not be revealed to any other government department).

(iv) Well designed and easily understood questionnaire.

(v) Reply postage is pre-paid.

(vi) An inquiry service is available - with postal and telephone charges refunded.

(vii) Adequate time (but not too long) is given for completion and a completion date specified.

(viii) Follow-up on non-response by letter, telephone and personal visit.

(ix) It is also suggested that the questionnaires are sent by some form of registered post, addressed to the chief executive (by name if possible), so that there can be no doubt that the respondent received it. Respondents should receive two copies of the questionnaire and be told they can keep one for their own records.

(x) The questions should be answered as applicable on a certain date (unless otherwise asked for in the questionning).

3.22 Suggested ways of improving respondent accuracy

(i) All questionnaires to be personalized and must be signed by the chief executive of the company, who is then personally responsible for the accuracy of all information given. This should be made clear in the covering letter.

(ii) Logic and consistency checks are placed on the returned questionnaires and errors are followed up by post, telephone or personal visit.

3.23 Administration of the survey

It is recommended that the government designates one of its departments (one with appropriate skills in statistics and the administration of surveys) to conduct the survey. It should have made available sufficient funds and legal powers to do the job. Alternatively if suitable skills do not exist currently within any department, a new unit might be formed in the most appropriate department (Economic Affairs? Education?) and in addition drawing on the services of outside experts as consultants.

(E) Data analysis:

The coding of the questionnaires for subsequent data analysis

3.24 Large numbers of questionnaires, as is suggested are collected, are not easily analysed as they stand. The data they contain are therefore best transferred on to punched cards which can then be analysed by computer. This transference involves delineating a specific space or punch for each possible answer to a question on a punched card. Each punched card offers 960 such positions. The answers from each respondent are punched on one card. If more room is needed to cover the range of possible answers then each respondent is given two, three or four cards. The answers to the same questions appear in the same positions on the punched cards for every respondent.

3.25 Each answer should therefore be given a code position for the punched card. Pre-coding has already been discussed (see paragraph 3.19(v)). Other answers not easily pre-coded should be coded on the return of the questionnaire according to the predetermined card layout.

3.26 While coding, or fitting data on to punched cards, it should be remembered that:

(i) Each card should have a unique information number (which may or may not correspond to a questionnaire number).

(ii) Each card should be identified as being the 1st, 2nd, 3rd, etc. card for each informant.

(iii) Where appropriate the card should have a code for the country of origin.

(iv) The smaller the number of cards which the data can be fitted on to, the more economic will be the subsequent data analysis.

4. THE PRESENTATION OF MASS MEDIA STATISTICS

4.1 Mass media statistics are not an end in themselves. Their use is for decision making, and they must be presented in such a way as to be of greater assistance.

4.2 The range of decision areas where mass media statistics may be of assistance is very large indeed. The range of mass media data is also very large. To tabulate all this data to cover all possible user requirements would be an impossible task; fortunately, however, it is an unnecessary task.

4.3 If the mass media data collected are stored in the manner suggested they can be quickly and economically retrieved, so that data in a form relevant to any particular problem can be presented to the user. Such tabulations will be "tailor-made", and will avoid the user examining large volumes of data, which are in the end unlikely to satisfy his precise needs.

4.4 Nevertheless, in spite of the ability to request data on mass media in a specific form to solve specific problems, there remains an important need for a general tabulation of the data. The objective of this must be to provide the administration and student of mass media with a general picture of the situation in each country. What follows therefore is a sketch of the kind of tabulations that would be necessary to provide such a picture.

4.5 The following layout is suggested for such a general analysis:

(1) <u>The organization of mass media facilities</u>, i.e. the size of the labour forces involved in mass media activity and the distribution of these labour forces into organizations of varying sizes and differing functions.

(2) <u>The size and nature of mass media themselves</u>:

Newspapers and other periodicals: Statistics relating to the total number and circulation of publications classified by frequency and language, circulation by region, copies per head of population, method of printing and colour reproduction, purchase price, advertising space, category of subjects, etc.

Radio and television: Statistics relating to the number, location and power of transmitters within the country and by region, number of receivers, daily hours of transmission in each language, programme content, advertising, etc.

Films and cinema: Statistics relating to the number of cinemas by category and region, seating capacity, attendance, ticket prices, number of

daily (hours) and annual (weeks) of opening, advertising, number of films produced, distributed and exhibited by length, subject, language, etc.

APPENDIX 1

PRESS - PROPOSED DEFINITIONS

The definitions laid out here are taken from those adopted by the Unesco General Conference at its thirteenth session in Paris on 19 November 1964, in its "Recommendation concerning the international standardization of statistics relating to book production and periodicals".

A. Classification of press media (excluding books)

A.1 By type of publication

A1.1 General interest newspapers are periodicals intended for the general public and mainly designed to be a primary source of written information on current events connected with public affairs, international questions, politics, etc. They may also include articles on literary or other subjects as well as illustrations and advertising. This definition includes:

A1.11. All general interest newspapers mainly reporting events that have occurred in the 24-hour period before going to press, whether they be dailies or not (Sunday newspapers, for instance).

A1.12. Non-daily general interest newspapers which give news covering a longer period but which, either owing to their local nature or for other reasons, provide their readers with a primary source of general information.

A1.2 Other periodicals are those which are either concerned with subjects of very general interest or else mainly publish studies and factual information on such specialized subjects as legislation, finance, trade, medicine, fashion, sports, etc. This definition covers specialized journals, reviews, including those reviews dealing with current events whose aim is to select, condense or comment on facts which have already been reported in general interest newspapers, magazines and all other periodicals apart from general interest newspapers. The following publications should also be included in "other" periodicals:

A1.21. Government, i.e., periodicals published by public administrations or their subsidiary bodies, including compilations of laws, regulations, etc., except for those which are confidential or designed for internal distribution only.

A1.22. Academic and scientific journals, i.e., university journals, the publication of research institutes and other learned or cultural societies, etc.

A1.23. Periodicals of professional, trade union, political or sports organizations, etc., even if they are distributed only to their own members.

A1.24. Publications appearing annually or less frequently.

A1.25. Parish magazines.

A1.26. School magazines and school newspapers.

A1.27. "House organs", i.e., publications intended for the employees of an industrial or commercial firm or some similar enterprise, or for the clients of the firms.

A1.28. Entertainment, radio and television programmes, if the literary text in them is substantial.

A1.3 Publications NOT to be included in A1 and A2

A1.31. Publications issued for advertising purposes provided that the literary or scientific text is subsidiary and the publications are distributed free of charge:

A1.311. Trade catalogues, prospectuses and other types of commercial, industrial and tourist advertising.

A1.312. Publications describing activities or technical progress in some branch of industry or commerce and drawing attention to the products or services supplied by the publisher.

A1.32. Publications of a transitory character:

A1.321. Time-tables, price lists, telephone directories, etc.

A1.322. Programmes of entertainments, exhibitions, fairs, etc.

A1.323. Regulations and reports of business firms, company directives, circulars, etc.

A1.324. Calendars, almanacs, etc.

A1.33. Publications in which the text is not the most important part:

A1.331. Musical works (scores or music books), provided that the music is more important than the words.

A1.332. Maps and charts, with the exception of atlases; for example, astronomical charts, hydrographic, geographical and wall maps, road maps, geological surveys in map form and topographical plans.

A.2 By number, size and frequency of publications

A2.1 In calculating the total number of periodicals, the following methods should be adopted:

A2.11. The following should not be considered as separate publications:

A2.111. Provincial or local editions of the same publication without substantial difference in news or editorial content. A mere difference in title or in the local news pages is not sufficient for the publication to be considered as a separate newspaper.

A2.112. Supplements not sold separately.

A2.12. On the other hand, publications in the following categories should be considered as separate publications:

A2.121. Provincial or local editions differing substantially from the main publication in news or editorial content.

A2.122. Supplements sold separately.

A2.123. Special editions (such as Sunday newspapers, etc.).

A2.124. Morning and evening dailies, provided they have separate titles or constitute separate legal entities.

A2.125. Different language editions of the same publication, if published in a particular country.

A2.2 Periodical or non-periodical

A2.21 The term printed includes reproduction by any method of mechanical impression whatever it may be.

A2.22 A publication is considered to be non-periodical if it is published at one time, or, at intervals, by volumes, the number of which is generally determined in advance.

A2.23. A publication is considered to be a periodical if it constitutes one issue in a continuous series under the same title, published at regular or irregular intervals, over an indefinite period, individual issues in the series being numbered consecutively or each issue being dated.

A2.3 Circulation should be used to define the magnitude of the publication:

A2.31. Circulation figures should relate to average daily circulation, or the average circulation per issue for non-daily publications, over the latest six-month period.

A2.32. Circulation may be defined as follows:*

A2.321. Number of copies printed (NCP) or print order (P.O.) refers to the total number of copies of each edition printed.

* (The definitions of circulation (under A2.32) were not included in the Unesco 1964 "Recommendati n").

A2.322. Estimated copies delivered (ECD) refers to the publisher's estimate of the number of copies delivered to wholesalers or retailers net of any returns.

A2.323. Accredited net sales (A.N.S.) refers to an audited net figure of copies delivered to wholesalers and retailers.

A.3 By country of origin

A publication is considered to be published in a particular country if the publisher has his registered office in the country where the statistics are compiled, the place of printing or place of circulation here being irrelevant. When a publication is issued by one or more publishers who have registered offices in two or more countries, it is considered as having been published in the country or countries where it is issued.

APPENDIX 2

FILMS AND CINEMA, RADIO AND TELEVISION - PROPOSED DEFINITIONS

A. Films, radio and television programmes

A.1 Long films - films where the final length equals or exceeds 2,000 metres (6,562 ft.) of 35 mm film (equivalent to a running time of 73 minutes or more). Films where the final length equals or exceeds 800 metres (2,625 ft.) of 16 mm film (equivalent to a running time of 73 minutes or more).

A.2 Short films - films where the final length is less than 2,000 metres (6,562 ft.) of 35 mm film or 800 metres (2,625 ft.) of 16 mm film.

A.3 Newsreels - non-specialized periodical films, recordings or live transmissions, normally dealing with more than one news subject per issue and appearing at least fortnightly.

A.4 Cine-magazines - periodical films, recordings or live transmissions which are specialized or which appear irregularly or less often than fortnightly. Some may have little connexion with "news" though most will deal with subjects of topical interest.

A.5 Documentary - films, recordings or live transmissions dealing factually (as opposed to dramatically) with a single fairly specific subject and designed for general audiences (e.g., travel and exploration). Those covering a particular topical event and not part of a series should also be included.

A.6 Instructional - films, recordings or live transmissions intended for a specific audience (e.g., an educational, industrial or military establishment) dealing factually with a specific subject.

A.7 Comedy - where the main purpose is humour as an end to itself, but not when comedy or satire is a means of establishing a more serious message (these should be classified under "drama").

A.8 Drama - a fictional portrayal, depicting or dramatizing events of life, including romance and crime.

A.9 Historicals - when based on fact depicting the events of past generations and eras.

A.10 Cartoons and puppets - on subjects of any nature where the technique wholly employed is that of photographing series of drawings, paintings or photographs, etc., or embodying the use of hard or string puppets.

A.11 Sole production - where an organization has supplied the capital, technicians, actors and equipment, determines the film distribution, and retains all profits.

A.12 Co-operative production - where to any extent the provision of capital, technicians, actors and equipment are shared with some other organization (with which there is no financial link) with agreements on film distribution and profits. A distinction must be drawn between co-operation with FOREIGN companies and HOME companies.

A.13 "Home" or "foreign" production - provided a second country's studio or laboratory facilities have not been used, the film, recording or live transmission may be classified as "HOME" production even if the company has transported technicians, actors and equipment to another country in order to portray exterior sequences.

A.14 Attribution of date of origin - films or recordings are considered complete on the date of completion of editing, live transmissions on the day of transmission.

B. Different versions of films and recordings; series

B.1 All different versions of a film or recording are counted as the same, whether different in language or in the process used. Enumeration and date should be on the first production of any version.

B.2 Parallel productions (simultaneous production in two languages with usually a different cast but the same scenery and technicians) constitute different versions, and therefore count as one.

B.3 Additions and modifications - to the soundtrack (dubbing) or visuals (subtitling) do not constitute a new film.

B.4 Only extensive additions to visuals or a complete reshooting counts as a new film.

B.5 Only extensive additions to the soundtrack (not just translation) or complete re-recording count as a new radio programme.

B.6 Each number of a series should be counted as a distinct film, or radio or television programme.

C. Publicity

C.1 Commercial (other than trailers) - when for payment of a fee, promoting a commercial product or service.

C.2 Non-commercial - when, with or without, the payment of a fee for governmental, social and charitable organizations, etc.

C.3 Trailers - short films, recordings or live transmissions designed to advertise other exhibitions.

C.4 Non-commercial transmissions - where the programme and transmission costs are not specifically paid for, but where the total station operation costs are met by the total community either in the form of a direct levy (radio and television receiver licence) or indirectly out of general taxation.

C.5 Commercial transmissions - where the programme and transmission costs are paid for specifically (i.e., a sponsored programme) or specific segments of time are purchased (advertising spots).

C.6 Commercial or non-commercial exhibitions. Borderline cases should be especially noted, e.g., clubs and societies, co-operative groups, military establishments, ships.

C.7 Non-commercial exhibitions refer to the exhibitions of films when one or more of the following conditions apply:

(a) No admission is charged
(b) The motive is not entertainment
(c) The sponsors are not normally engaged in the entertainment business.

Exhibition may still be non-commercial when admission is charged (in cases under (b) or (c)) or when annual membership fees are collected (in all three cases) either to finance the showing(s) or to raise funds to benefit the voluntary organization sponsoring the exhibition.

C.8 Advertising "spots" are short time periods (usually between 7 seconds and 90 seconds) purchased by an advertiser from the programme company during which time he can transmit his advertising message.

C.9 "Sponsored programme" - where an advertiser takes over at his own expense the production of a radio or television programme, within which he can include a given amount of advertising.

D. Transmission features of radio and television stations

D.1 For radio, waveband and wave length within waveband should be indicated, using the following subdivisions of the radio spectrum.

Group	Frequency denomination	Abbreviation	Wave length range
1	Very low	VLF	Above 10 kilometres
2	Low	LF	1-10 kilometres
3	Medium	MF	100 - 1,000 metres
4	High	HF	10 - 100 metres
5	Very high	VHF	1 - 10 metres
6	Ultra high	UHF	10 - 100 centimetres
7	Super high	SHF	1 - 10 centimetres
8	Extremely high	EHF	Below 1

D.2 For television by channel, frequency range and number of lines per frame should be indicated, according to the following subdivisions:

Channel	Frequency range (megacycles)	Frequency denomination
2, 3, 4	54 - 72)	
5, 6	76 - 88)	Very high frequency (VHF)
7 - 13	174 - 216)	
14 - 83	470 - 890	Ultra high frequency (UHF)

D.3 Lines per frame may be 405; 525; 625; 819.

D.4 Main transmitters - units from where the programmes are first transmitted, as opposed to relay stations which receive transmissions from a main or other relay transmitter and retransmit the programmes. The objectives of such relay stations being to extend the transmission area.

E. Cinemas, radio and television stations; type of establishment or unit; enumeration

E.1 Fixed establishments - covers only those establishments possessing their own equipment. Those depending on mobile equipment are covered under paragraph E.5.

E.2 Indoor - these may be defined as those with a permanent fixed roof over most of the seating accommodation.

E.3 Outdoor - those with no roofing over the seating accommodation.

E.4 Drive-ins - establishments designed to enable the spectator to view the film while seated in his own car. Composite establishments containing drive-in facilities are classed as drive-ins.

E.5 Mobile units - projection units equipped and used to serve more than one site.

E.6 A separate station is constituted when there is a significant difference in the programmes with regard to timing and content. Where this is only a difference in name and/or transmission station, bracket them together as one station.

E.7 The enumeration of cinemas should be based on the number of establishments used during a stated period (preferably one year) for film exhibition, and not on the number existing whether used or not.

E.8 Different theatres in one building are counted as separate cinemas. This enumeration may be regarded as being based on the number of screens in use. However, pairs of establishments used strictly as alternates (e.g., one for fine weather, one for wet) may be counted as one.

E.9 Travelling exhibitors should be enumerated in terms of the number of units operating, and not solely in terms of the number of companies or the establishments or sites visited.

E.10 Performance - a performance is a single run through, before an audience of a programme, not a single film.

Country .....

Unesco/STC/Q/703
Paris, March 1970
Original: English

UNITED NATIONS EDUCATIONAL, SCIENTIFIC
AND CULTURAL ORGANIZATION

STATISTICAL QUESTIONNAIRE ON MASS MEDIA FACILITIES

1. The present questionnaire is intended to bring up to date international statistics on mass media facilities. Data thus obtained will be used for publication in the *Unesco Statistical Yearbook*, the *United Nations Statistical Yearbook* and in other publications.

2. The questionnaire is concerned with press, radio and television, film and cinema facilities.

3. Section I consists of an explanatory text and two tables requesting data on general interest newspapers and other periodicals. Sections II and III relate to Radio and Television Broadcasting, each section consisting of three tables requesting data on transmitters, receivers and programmes. Section IV deals with Films and Cinemas and consists of three tables concerning commercial cinemas, national production of films and import of films.

4. If your present definitions and classifications do not conform to those given in this questionnaire, please explain your variations.

   We particularly request you to give any specific indications or explanations which, in your opinion, may help towards a correct interpretation of your figures.

5. In completing the questionnaire, please indicate cases where no data are available, and where the quantity is nil or negligible. The following symbols are recommended for your use:

Data not available	. . .
Quantity nil or negligible	-
Estimates or provisional figures	*

6. This questionnaire is forwarded to you in three copies. Two copies are for your working purposes. On the other copy, please enter as much information as you are able to supply and return it before 1st July 1970, to the following address:

   Division of statistics
   on culture and communication,
   Office of statistics,
   Unesco, Place de Fontenoy,
   Paris-7e, France

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I. PRESS

1. The following tables 1 and 2 which refer to general interest newspapers and other periodicals have been established in accordance with the *Recommendation concerning the international standardization of statistics relating to book production and periodicals*, adopted by the General Conference of Unesco at its thirteenth session, 19 November 1964 in Paris. With a view to international comparability it is highly desirable that the definitions and classifications cited below be strictly followed, as far as possible, in completing these tables.

2. *The statistics concerning periodicals* referred to in the above-mentioned recommendation should cover printed periodical publications which are published in a particular country and made available to the public, and, in general, are publications which should be included in the national bibliographies of the various countries. The following publications are *not* to be included:

   (a) *Publications issued for advertising purposes*, provided that the literary or scientific text is subsidiary and that the publications are distributed free of charge:
      (i) Trade catalogues, prospectuses and other types of commercial, industrial and tourist advertising;
      (ii) Publications describing activities or technical progress in some branch of industry or commerce and drawing attention to the products or services supplied by the publisher.

   (b) *Publications belonging to the following categories, when they are considered to be of a transitory character*:
      (i) Time-tables, price lists, telephone directories, etc.;
      (ii) Programmes of entertainments, exhibitions, fairs, etc.;
      (iii) Regulations and reports of business firms, company directives, circulars, etc.;
      (iv) Calendars, almanacs, etc.

   (c) *Publications belonging to the following categories in which the text is not the most important part*:
      (i) Musical works (scores or music books), provided that the music is more important than the words;
      (ii) Maps and charts, with the exception of atlases; for example, astronomical charts, hydrographic, geographical and wall maps, road maps, geological surveys in map form and topographical plans.

3. The following types of publications, inter alia, *should* be included in statistics of periodicals:

   (a) *Government periodicals*, i.e., periodicals published by public administrations or their subsidiary bodies, including compilations of laws, regulations, etc., except for those which are confidential or designed for internal distribution only;

   (b) *Academic and scientific journals*, i.e., university journals, the publications of research institutes and other learned or cultural societies, etc.;

   (c) *Periodicals of professional, trade union, political or sports organizations*, etc., even if they are distributed only to their own members;

   (d) *Publications appearing annually or less frequently*;

   (e) *Parish magazines*;

   (f) *School magazines and school newspapers*;

   (g) *"House organs"*, i.e., publications intended for the employees of an industrial or commercial firm or some similar enterprise, or for the clients of the firms;

1. The following tables 1 and 2 which refer to general interest newspapers and other periodicals have been established in accordance with the *Recommendation concerning the international standardization of statistics relating to book production and periodicals*, adopted by the General Conference of Unesco at its thirteenth session, 19 November 1964 in Paris. With a view to international comparability it is highly desirable that the definitions and classifications cited below be strictly followed, as far as possible, in completing these tables.

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   (c) *Publications belonging to the following categories in which the text is not the most important part*:
      (i) Musical works (scores or music books), provided that the music is more important than the words;
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3. The following types of publications, inter alia, *should* be included in statistics of periodicals:

   (a) *Government periodicals*, i.e., periodicals published by public administrations or their subsidiary bodies, including compilations of laws, regulations, etc., except for those which are confidential or designed for internal distribution only;

   (b) *Academic and scientific journals*, i.e., university journals, the publications of research institutes and other learned or cultural societies, etc.;

   (c) *Periodicals of professional, trade union, political or sports organizations*, etc., even if they are distributed only to their own members;

   (d) *Publications appearing annually or less frequently*;

   (e) *Parish magazines*;

   (f) *School magazines and school newspapers*;

   (g) *"House organs"*, i.e., publications intended for the employees of an industrial or commercial firm or some similar enterprise, or for the clients of the firms;

   (h) *Entertainment, radio and television programmes*, if the literary text in them is substantial.

4. In compiling these statistics, the following definitions should be used:

   (a) A publication is considered to be a *periodical* if it constitutes one issue in a continuous series under the same title, published at regular or irregular intervals, over an indefinite period, individual issues in the series being numbered consecutively or each issue being dated;

   (b) The term *printed* includes reproduction by any method of mechanical impression, whatever it may be;

   (c) A publication is considered to be *published in a particular country* if the publisher has his registered office in the country where the statistics are compiled, the place of printing or place of circulation here being irrelevant. When a publication is issued by one or more publishers who have registered offices in two or more countries, it is considered as having been published in the country or countries where it is issued;

(d) A publication is considered as being *made available to the public* when it is obtainable either by purchase or by distribution free of charge. Publications intended for a restricted readership, such as certain government publications, those of learned societies, political or professional organizations, etc., are also considered as being available to the public.

(e) *General interest newspapers* are periodicals intended for the general public and mainly designed to be a primary source of written information on current events connected with public affairs, international questions, politics, etc. They may also include articles on literary or other subjects as well as illustrations and advertising. This definition includes:
   (i) All general interest newspapers mainly reporting events that have occurred in the 24-hour period before going to press, whether they be dailies or not (Sunday newspapers, for instance);
   (ii) Non-daily general interest newspapers which give news covering a longer period but which, either owing to their local nature or for other reasons, provide their readers with a primary source of general information;

(f) *Other periodicals* are those which are either concerned with subjects of very general interest or else mainly publish studies and factual information on such specialized subjects as legislation, finance, trade, medicine, fashion, sports, etc. This definition covers specialized journals, reviews, including those reviews dealing with current events whose aim is to select, condense or comment on facts which have already been reported in general interest newspapers, magazines and all other periodicals apart from general interest newspapers, with the exception of the publications mentioned in paragraph 2 above.

5. In enumerating the *total number of periodicals*, the following methods should be adopted:

(a) The following should not be considered as separate publications:
   (i) Provincial or local editions of the same publication without substantial difference in news or editorial content. A mere difference in title or in the local news pages is not sufficient for the publication to be considered as a separate newspaper;
   (ii) Supplements not sold separately.

(b) On the other hand, publications in the following categories should be considered as separate publications:
   (i) Provincial or local editions differing substantially from the main publication in news or editorial content;
   (ii) Supplements sold separately;
   (iii) Special editions (such as Sunday newspapers, etc.);
   (iv) Morning and evening dailies, provided they have separate titles or constitute separate legal entities;
   (v) Different language editions of the same publication, if published in a particular country.

6. *Circulation* figures should show the average daily circulation, or the average circulation per issue in the case of non-daily publications. These figures should include the number of copies sold, either directly or by suscription, plus the number of free copies regularly distributed, both inside the country and abroad, except unsold copies. When circulation data are not available, the number of copies printed should be indicated.

I. PRESS

Table 1. General interest newspapers and other periodicals

(Please read the explanatory text (I. PRESS) carefully before completing this table)

Year : 19.....(1969 or latest year available)

1. If it is not possible for you to provide on this table figures relating to the average circulation per issue of your publications, please indicate the average number of copies printed per issue.

2. Indicate with «C» or «P» whether your figures relate to circulation or to the number of copies printed respectively.

3. Source of data: .....

CATEGORY AND ITEM	All publications		Principal languages[1]							
			Language		Language		Language		Language	
	Number	Average circulation or copies printed per issue	Number	Average circulation or copies printed	Number	Average circulation or copies printed	Number	Average circulation or copies printed	Number	Average circulation or copies printed
I. GENERAL INTEREST NEWSPAPERS										
1. Dailies (issued at least 4 times a week) (TOTAL)										
Morning										
Evening										
2. Non-dailies (TOTAL)										
Issued 2 or 3 times a week										
Issued once a week[2]										
Issued less frequently										
II. OTHER PERIODICALS (TOTAL)										
Issued at least 4 times a week										
From 1 to 3 times a week										

(Please read the explanatory text (I. PRESS) carefully before completing this table)

Year : 19.....(1969 or latest year available)

1. If it is not possible for you to provide on this table figures relating to the average circulation per issue of your publications, please indicate the average number of copies printed per issue.

2. Indicate with «C» or «P» whether your figures relate to circulation or to the number of copies printed respectively.

3. Source of data: .....

CATEGORY AND ITEM	All publications		Principal languages[1]							
			Language		Language		Language		Language	
	Number	Average circulation or copies printed per issue	Number	Average circulation or copies printed	Number	Average circulation or copies printed	Number	Average circulation or copies printed	Number	Average circulation or copies printed
I. GENERAL INTEREST NEWSPAPERS										
1. Dailies (issued at least 4 times a week) (TOTAL)										
Morning										
Evening										
2. Non-dailies (TOTAL)										
Issued 2 or 3 times a week										
Issued once a week[2]										
Issued less frequently										
II. OTHER PERIODICALS (TOTAL)										
Issued at least 4 times a week										
From 1 to 3 times a week										
Two or 3 times a month										
From 8 to 12 times a year										
From 5 to 7 times a year										
From 2 to 4 times a year										
Once a year or at longer intervals										
Irregularly										

NOTES

1. All publications issued in bilingual or multilingual editions should be reported together in a separate category and excluded from figures given under each language, with the languages concerned indicated in a footnote.
2. Reviews, magazines and other weekly publications dealing with subjects of very general interest should be included in the category "Other periodicals". See definitions on page 3 of this questionnaire, paragraphs e) and f).

Table 2. Periodicals other than general interest newspapers, by subject

(Please read the explanatory text (I. PRESS) carefully before completing this table)

Year 19..... (1969 or latest year available)

1. The two partial totals shown in this table should, when added together, be identical to the total given in table 1 for the category " Other periodicals ".
2. If it is not possible for you to provide information for the classification below, please give the available data for all categories and subject groups which are used in your national classification.
3. Please indicate the figures relating to the average circulation per issue (C) or, if not available, the average number of copies printed per issue (P).
4. Source of data : .....

No. of class	UDC headings [1]	SUBJECT GROUPS	All periodicals other than general interest newspapers	
			Number	Average circulation or copies printed per issue
1	0	Generalities		
2	1	Philosophy, psychology		
3	2	Religion, theology		
4	30-31	Sociology, statistics		
5	32-33	Political science, political economy		
6	34, 351-354, 36	Law, public administration, welfare, social relief, insurance		
7	355-359	Military art and science		
8	37	Education		
9	38	Trade, communications, transport		
10	39	Ethnography, manners and customs, folklore		
11	4	Linguistics, philology		
12	51	Mathematics		
13	52-59	Natural sciences		
14	61	Medical sciences, public health		
15	62, 66-69	Technology, industries, trades and crafts		
16	63	Agriculture, forestry, stockbreeding, hunting, fishing		
17	64	Domestic science		
18	65	Commercial and business management techniques, communications, transport		
19	70-78, 791-792	Town planning, architecture, plastic arts, minor arts, photography, music, film, cinema, theatre, radio, television		
20	790, 793-799	Entertainment, pastimes, games, sports		
21	8	Literature		
22	91	Geography, travel		
23	92-99	History, biography		

(Please read the explanatory text at PRESS carefully before completing this table)

Year 19..... (1969 or latest year available)

1. The two partial totals shown in this table should, when added together, be identical to the total given in table 1 for the category "Other periodicals".

2. If it is not possible for you to provide information for the classification below, please give the available data for all categories and subject groups which are used in your national classification.

3. Please indicate the figures relating to the average circulation per issue (C) or, if not available, the average number of copies printed per issue (P).

4. Source of data: .....

No. of cluss	UDC headings [1]	SUBJECT GROUPS	All periodicals other than general interest newspapers	
			Number	Average circulation or copies printed per issue
1	0	Generalities		
2	1	Philosophy, psychology		
3	2	Religion, theology		
4	30-31	Sociology, statistics		
5	32-33	Political science, political economy		
6	34, 351-354, 36	Law, public administration, welfare, social relief, insurance		
7	355-359	Military art and science		
8	37	Education		
9	38	Trade, communications, transport		
10	39	Ethnography, manners and customs, folklore		
11	4	Linguistics, philology		
12	51	Mathematics		
13	52-59	Natural sciences		
14	61	Medical sciences, public health		
15	62, 66-69	Technology, industries, trades and crafts		
16	63	Agriculture, forestry, stockbreeding, hunting, fishing		
17	64	Domestic science		
18	65	Commercial and business management techniques, communications, transport		
19	70-78, 791-792	Town planning, architecture, plastic arts, minor arts, photography, music, film, cinema, theatre, radio, television		
20	790, 793-799	Entertainment, pastimes, games, sports		
21	8	Literature		
22	91	Geography, travel		
23	92-99	History, biography		
		TOTAL		
The following additional group of publications should be counted separately and *not included* with any of the 23 categories listed above:				
		(a) Children's and adolescents' magazines		
		(b) Comics and humour magazines		
		(c) Parish magazines		
		(d) School magazines and school newspapers . . .		
		(e) "House organs"		
		TOTAL		

NOTE

1. Universal Decimal Classification.

II. RADIO BROADCASTING

Table 3. Radio transmitters : Number of transmitters and total transmitting power

Year : 19 ..... (1969 or latest year available)

1. Data should refer to transmitters in service used for radio broadcasts to the public, including transmitters operated for educational purposes only and those used for broadcasting to foreign countries.

2. State the approximate percentage of total population within reach of existing transmitters .....

3. Source of data : .....

TYPE OF TRANSMITTER	All transmitters		Privately owned		Under public or government sponsorship	
	Number	Total power in Kw	Number	Total power in Kw	Number	Total power in Kw
Transmitters : Total						
(a) Long wave						
(b) Medium wave						
(c) Short wave						
(d) Ultra short wave (VHF : very high frequencies and UHF : ultra high frequencies)						

Table 4. Radio receivers : Estimated number of receivers in use or number of licences issued (1968 and 1969)

1. Figures should cover all kinds of receivers, whether crystal, valve or transistor sets, and should include private individual receivers (including motor-car sets, portable radios and private sets installed in public places) as well as receivers used for collective listening.

2. Are radio receivers licensed? YES/NO
If so, what is the annual fee?
.....
.....

..... for radio and television receivers? YES/NO

II. RADIO BROADCASTING

Table 3. Radio transmitters : Number of transmitters and total transmitting power

Year : 19 ..... (1969 or latest year available)

1. Data should refer to transmitters in service used for radio broadcasts to the public, including transmitters operated for educational purposes only and those used for broadcasting to foreign countries.

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TYPE OF TRANSMITTER	All transmitters		Privately owned		Under public or government sponsorship	
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Transmitters : Total						
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1. Figures should cover all kinds of receivers, whether crystal, valve or transistor sets, and should include private individual receivers (including motor-car sets, portable radios and private sets installed in public places) as well as receivers used for collective listening.

2. Are radio receivers licensed? YES/NO
If so, what is the annual fee?
.....
.....

3. State whether you apply a system of combined fees for radio and television receivers? YES/NO

4. Source of data .....

TYPE OF RECEIVERS	Month 1968		Month 1969	
	Estimated number of receivers in use	Number of licences issued or sets declared if applicable	Estimated number of receivers in use	Number of licences issued or sets declared if applicable
Receivers : Total				
(a) Wireless				
(b) Receivers connected by wire to a redistribution system. . .				

Table 5. Domestic radio programmes: Hours of broadcasting per week, according to type of programme

For the week from ..... to ..... 19 .....

1. Information is requested for a week that might be considered typical. In principle, all hours of broadcasting for the selected week should be reported. Please explain special circumstances, such as parallel programmes, regional programmes, etc.

2. Source of data .....

TYPE OF PROGRAMME	Duration of broadcasts per week (in hours and minutes)				
	Total	Nationally produced	Imported programmes	Live programmes	Recorded programmes
A. Total broadcasting time per week					
B. Type of radio programmes					
I. INFORMATION					
1. News bulletins and commentaries . .					
2. Community and special events . . .					
3. Public affairs					
4. Sports					
II. ADVERTISING					
5. Commercial and publicity					
III. EDUCATION					
Formal:					
6. In school					
Informal:					
7. Child and youth					
8. Adult					
IV. LIGHT ENTERTAINMENT					
9. Music and comedy					
10. Drama and serials					
11. Contest, quizzes, games					

Table 5. Domestic radio programmes: Hours of broadcasting per week, according to type of programme

For the week from ..... to ..... 19 .....

1. Information is requested for a week that might be considered typical. In principle, all hours of broadcasting for the selected week should be reported. Please explain special circumstances, such as parallel programmes, regional programmes, etc.

2. Source of data .....

TYPE OF PROGRAMME	Duration of broadcasts per week (in hours and minutes)				
	Total	Nationally produced	Imported programmes	Live programmes	Recorded programmes
A. Total broadcasting time per week					
B. Type of radio programmes					
I. INFORMATION					
1. News bulletins and commentaries . .					
2. Community and special events . . .					
3. Public affairs					
4. Sports					
II. ADVERTISING					
5. Commercial and publicity					
III. EDUCATION					
Formal:					
6. In school					
Informal:					
7. Child and youth					
8. Adult					
IV. LIGHT ENTERTAINMENT					
9. Music and comedy					
10. Drama and serials					
11. Contest, quizzes, games					
V. ARTS, LETTERS AND SCIENCES					
12. Music and dance.					
13. Drama, poem and story.					
14. Critical evaluation in arts and letters .					
15. Sciences					
VI. BROADCASTS FOR ETHNIC MINORITIES					
16. Language courses					
17. Others					
VII. BROADCASTS FOR SPECIAL AUDIENCES					
18. Religious					
19. For women					
20. For children and youth					
21. Others					

GENERAL NOTES.

III. TELEVISION BROADCASTING

Table 6. Television transmitters : Number of transmitters and total transmitting power

Year : 19 ..... (1969 or latest year available)

1. Data should refer to television transmitters used for broadcasting to the public.

2. State the approximate percentage of total population within reach of existing transmitters.

.....

.....

3. Source of data .....

TYPE OF TRANSMITTER	All transmitters		Privately owned		Under public or government sponsorship	
	Number	Total power in Kw	Number	Total power in Kw	Number	Total powe in Kw
Transmitters : Total						
(a) Regular transmitters						
i. Principal or major transmitters.						
ii. Auxiliary transmitters . .						
(b) Experimental transmitters . .						

Table 7. Television receivers : Estimated number of receivers in use or number of licences issued (1968 to 1970)

1. Figures should cover all receivers, including those installed in schools and public places (clubs, restaurants, hotels, cafes, bars, etc.)

2. Are television receivers licensed? YES/NO
   If so, what is the annual fee? .....
   .....

3. In case you apply a system of combined fees for radio and television receivers, please indicate its characteristics and the amount of the annual fees .....

III. TELEVISION BROADCASTING

Table 6. Television transmitters : Number of transmitters and total transmitting power

Year : 19 ..... (1969 or latest year available)

1. Data should refer to television transmitters used for broadcasting to the public.

2. State the approximate percentage of total population within reach of existing transmitters.

.....

3. Source of data .....

TYPE OF TRANSMITTER	All transmitters		Privately owned		Under public or government sponsorship	
	Number	Total power in Kw	Number	Total power in Kw	Number	Total powe in Kw
Transmitters : Total						
(a) Regular transmitters						
i. Principal or major transmitters.						
ii. Auxiliary transmitters . .						
(b) Experimental transmitters . .						

Table 7. Television receivers : Estimated number of receivers in use or number of licences issued (1968 to 1970)

1. Figures should cover all receivers, including those installed in schools and public places (clubs, restaurants, hotels, cafes, bars, etc.)

2. Are television receivers licensed? YES/NO
If so, what is the annual fee? .....

3. In case you apply a system of combined fees for radio and television receivers, please indicate its characteristics and the amount of the annual fees .....

4. Source of data : .....

Date [1]		Estimated number of receivers in use	Number of licences issued or sets declared, if applicable	Number of combined radio-television licences, if applicable
Month	Year			
.....	1968	.....		
.....	1969	.....		
.....	1970	.....		

NOTE

1. If possible, give data for the end of the year for 1968 and 1969.

Table 8. Television broadcasting programmes: Hours of broadcasting per week, according to type of programme

For the week from ..... to ..... 19 ....

1. Information is requested for a week that would be considered typical. In principle, all hours of broadcasting for the selected week should be reported. Please explain special circumstances, such as parallel programmes, regional programmes, etc.

2. Source of data .....

TYPE OF PROGRAMME	Duration of broadcasts per week (in hours and minutes)					
	Total	Nationally produced	Imported programmes	Live programmes	Recorded programmes	
					Film	Tape
A. Total broadcasting time per week . .						
B. Type of television programmes						
I. INFORMATION						
1. News bulletins and commentaries						
2. Community and special events .						
3. Public affairs						
4. Sports						
5. Documentary						
II. ADVERTISING						
6. Commercial and publicity . . .						
III. EDUCATION						
Formal:						
7. In school						
Informal:						
8. Child and youth						
9. Adult						
IV. LIGHT ENTERTAINMENT						
10. Music, dance and comedy . . .						
11. Drama and serials						
12. Contest, quizzes, games . . .						
V. ARTS, LETTRES AND SCIENCES						

Table 8. Television broadcasting programmes: Hours of broadcasting per week, **according to type of programme**

For the week from ..... to ..... 19 ....

1. Information is requested for a week that would be considered typical. In principle, all hours of broadcasting for the selected week should be reported. Please explain special circumstances, such as parallel programmes, regional programmes, etc.

2. Source of data .....

TYPE OF PROGRAMME	Duration of broadcasts per week (in hours and minutes)					
	Total	Nationally produced	Imported programmes	Live programmes	Recorded programmes	
					Film	Tape
A. Total broadcasting time per week . .						
B. Type of television programmes						
I. INFORMATION						
1. News bulletins and commentaries						
2. Community and special events .						
3. Public affairs						
4. Sports						
5. Documentary						
II. ADVERTISING						
6. Commercial and publicity . . .						
III. EDUCATION						
Formal:						
7. In school						
Informal:						
8. Child and youth						
9. Adult						
IV. LIGHT ENTERTAINMENT						
10. Music, dance and comedy . . .						
11. Drama and serials						
12. Contest, quizzes, games . . .						
V. ARTS, LETTRES AND SCIENCES						
13. Music and dance						
14. Drama, poem and story						
15. Critical evaluation in arts and letters						
16. Sciences						
VI. BROADCASTS FOR ETHNIC MINORITIES						
17. Language courses						
18. Others						
VII. BROADCASTS FOR SPECIAL AUDIENCES						
19. Religious						
20. For women						
21 For children and youth						
22. Others						

GENERAL NOTES

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IV. FILMS AND CINEMAS

Table 9. Commercial cinemas

Year: 19 .....(1969 or latest year available)

1. "Fixed cinemas" are establishments possessing their own equipment and include indoor cinemas (those with a permanent fixed roof over most of the seating accommodation), outdoor cinemas and drive-ins. The latter enable the spectator to view a film while seated in his automobile.
2. A "mobile unit" is a projection unit equipped and used to serve more than one site.
3. Source of data .....

TYPE OF ESTABLISHMENT	Equipped for 35 mm and "wide screen" films [1]	Equipped for 16 mm only
1. FIXED ESTABLISHMENTS		
Fixed cinemas other than drive-ins:		
Used for 6 or more months per year		
Number		
Capacity (No. of seats)		
Annual attendance		
Used less than 6 months per year		
Number		
Capacity (No. of seats)		
Annual attendance		
Drive-ins:		
Number		
Capacity (No. of cars)		
Annual attendance		

Table 9. Commercial cinemas

Year : 19 .....(1969 or latest year available)

1. "Fixed cinemas" are establishments possessing their own equipment and include indoor cinemas (those with a permanent fixed roof over most of the seating accommodation), outdoor cinemas and drive-ins. The latter enable the spectator to view a film while seated in his automobile.
2. A "mobile unit" is a projection unit equipped and used to serve more than one site.
3. Source of data .....

TYPE OF ESTABLISHMENT	Equipped for 35 mm and "wide screen" films [1]	Equipped for 16 mm only
1. FIXED ESTABLISHMENTS		
Fixed cinemas other than drive-ins :		
Used for 6 or more months per year		
Number		
Capacity (No. of seats)		
Annual attendance		
Used less than 6 months per year		
Number		
Capacity (No. of seats)		
Annual attendance		
Drive-ins :		
Number		
Capacity (No. of cars)		
Annual attendance		
2. MOBILE UNITS [2]		
Number		
Annual attendance		
3. ALL ESTABLISHMENTS		
Annual attendance		
Gross office receipts		

NOTES

1. If your figures include data for cinemas equipped for 70 mm only, please indicate the following supplementary information for these establishments : Number of cinemas .....; Capacity (No. of seats) .....
2. If your data include units used for non-commercial exhibition, please indicate for such units : Number of cinemas .....; Annual attendance .....

Table 10. National production of films, excluding newsreels and publicity films

Year: 19 ..... (1969 or latest year available)

1. These statistics refer to films intended for commercial exhibition in cinemas; films produced solely for television broadcasting should be excluded.

2. Please indicate the criteria used in your statistics for considering films as being produced during the year under reference [a) production completed; b) approval by censor; c) first public exhibition; d) other criteria (specify)] .....
.....

3. Please give the minimum and maximum length, in metres, of the films included in your statistics: for feature films .....;
for short films .....

4. If your data include non-commercial films, please give the corresponding information (number of films, type, etc):
For long films .....
For short films .....

5. Source of data .....

TYPE OF FILM	Number of films	
	Original versions 35 mm	Original versions 16 mm
1. LONG FILMS (2000 m or more in length) TOTAL[1]		
(a) Feature		
(b) Documentary		
2. SHORT FILMS (Less than 2000 m in length) TOTAL		
(a) Entertainment		
(b) Documentary		
(c) Instructional		

1. If international co-productions are included, please list co-operating country (or countries).

Co-operating countries (including your own)	No. of long films co-produced	

Table 10. National production of films, excluding newsreels and publicity films

Year : 19 ..... (1969 or latest year available)

1. These statistics refer to films intended for commercial exhibition in cinemas ; films produced solely for television broadcasting should be excluded.

2. Please indicate the criteria used in your statistics for considering films as being produced during the year under reference [a) production completed ; b) approval by censor ; c) first public exhibition ; d) other criteria (specify)] .....
.....

3. Please give the minimum and maximum length, in metres, of the films included in your statistics : for feature films .....;
for short films .....

4. If your data include non-commercial films, please give the corresponding information (number of films, type, etc) :
For long films .....
For short films .....

5. Source of data .....

TYPE OF FILM	Number of films	
	Original versions 35 mm	Original versions 16 mm
1. LONG FILMS (2000 m or more in length) TOTAL[1]		
(a) Feature		
(b) Documentary		
2. SHORT FILMS (Less than 2000 m in length) TOTAL		
(a) Entertainment		
(b) Documentary		
(c) Instructional		

1. If international co-productions are included, please list co-operating country (or countries).

Co-operating countries (including your own)	No. of long films co-produced	
	35 mm	16 mm

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Table 11. Imports of 35 mm. Films: Features and Documentary Films

Year: 19 ..... (1969 or latest year available)

1. These statistics refer to films intended for commercial exhibition in cinemas; films imported solely for television broadcasting should be excluded.
2. Please indicate the criteria used in your statistics for considering films as being imported during the year under reference [a) actual film importation; b) approval by censor; c) first public exhibition; d) film exhibition (including films exhibited in previous year); e) other criteria (specify)] .....
3. Source of data .....

TYPE AND ORIGIN OF FILM	Number of films (35 mm)	
	2000 m. or more in length	Less than 2000 m. in length
1. Feature films		
Total.		
Principal countries of origin		
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
Others		

Table 11. Imports of 35 mm. Films: Features and Documentary Films

Year: 19 ..... (1969 or latest year available)

1. These statistics refer to films intended for commercial exhibition in cinemas; films imported solely for television broadcasting should be excluded.
2. Please indicate the criteria used in your statistics for considering films as being imported during the year under reference [a) actual film importation; b) approval by censor; c) first public exhibition; d) film exhibition (including films exhibited in previous year); e) other criteria (specify)] .....
3. Source of data .....

TYPE AND ORIGIN OF FILM	Number of films (35 mm)	
	2000 m. or more in length	Less than 2000 m. in length
I. Feature films		
Total		
Principal countries of origin		
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
Others		
II. Documentary films		
Total		
Principal countries of origin		
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
Others		

Country : _____

United Nations Educational,
Scientific and Cultural Organization

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Statistics on libraries - 1968

SCOPE AND PURPOSE

1. This questionnaire is designed to collect the most recent available international statistics on libraries. They will appear in the *Unesco Statistical Yearbook* and in other Unesco publications.
2. Data supplied should refer to 1968. If figures for that year are not available in due time, please enter data for the latest available year.
3. *Table I* is for the tabulation of data on the total number of libraries in your country together with their holdings. If exact statistics are not available, please supply estimates.
4. *Table II* is only for *libraries reporting statistics.* Any discrepancy between the number of libraries existing (Table I) and the number reporting (Table II) should be briefly explained, for each category of library. (State for which libraries data are lacking – e.g. rural libraries, libraries with holdings below a specified limit, libraries in places whose population is below a specified minimum, etc.). *Latest available statistics* may relate to different years for different categories of library. In that event, we recommend that you give the latest information available for each category : for example, date for national libraries may refer to 1968, for public libraries to 1966, and for all other libraries to 1967. However, all statistics reported for any one category (i. e. in any one column) must relate to the same year.

CLASSIFICATION OF LIBRARIES

5. Each library should appear in one category only, according to its primary function.

6. *National libraries*

Libraries responsible for acquiring and conserving copies of all significant publications published in the country and functioning as a "deposit" library, either by law or under other arrangements. They will also normally perform some of the following functions: produce a national bibliography; hold a large and representative collection of foreign literature including books about the country; act as a national bibliographical information centre; compile union catalogues; publish the retrospective national bibliography. These libraries are not necessarily called "national". On the other hand, libraries which may be called "national" in some countries may be more properly counted under categor
Libraries which are primarily university, public (po
special libraries, should not be counted here, but
appropriate headings, even though they perform son
functions.

7. *Other major libraries of a national character*

Those non-specialized libraries of a learned characte
neither university libraries nor national libraries as
6 above, though they may perform the functions of
library for a separate geographical unit.
Libraries which are primarily university, public (po
special libraries, should not be counted here, but
appropriate headings, even though they perform son
functions.

8. *University libraries*

Those primarily serving students and teachers of uni
other institutions of higher education. They may be
general public as well.

Distinguish between :

(a) The main or central university library, or system
placed under a single director even when physic
tralized. Where a university library also serves a
as defined in paragraphs 6 or 7 it should be cla
university library, but noted as fulfilling other fu
(b) Libraries of university institutes or departments
out of the main library budget;
(c) Libraries of institutions of higher education not
a university.

9. *School libraries*

Those attached to all types of schools below the lev
education and serving primarily the teachers and pu
schools, even though they may also be open to the g

10. *Special libraries*

Those maintained by an association, government age
ment, research institution (excluding university in
learned society, professional association, museum,
firm, industrial organization, chamber of commerce,

United Nations Educational,
Scientific and Cultural Organization

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Unesco/STC/Q/692
Paris, March 1969
Original: English

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countries may be more properly counted under category 7 below. Libraries which are primarily university, public (popular) or special libraries, should not be counted here, but under their appropriate headings, even though they perform some national functions.

7. *Other major libraries of a national character*

Those non-specialized libraries of a learned character which are neither university libraries nor national libraries as defined under 6 above, though they may perform the functions of a national library for a separate geographical unit.
Libraries which are primarily university, public (popular) or special libraries, should not be counted here, but under their appropriate headings, even though they perform some national functions.

8. *University libraries*

Those primarily serving students and teachers of universities and other institutions of higher education. They may be open to the general public as well.

Distinguish between :

(a) The main or central university library, or system of libraries placed under a single director even when physically decentralized. Where a university library also serves as a library as defined in paragraphs 6 or 7 it should be classified as a university library, but noted as fulfilling other functions;
(b) Libraries of university institutes or departments not financed out of the main library budget;
(c) Libraries of institutions of higher education not being part of a university.

9. *School libraries*

Those attached to all types of schools below the level of higher education and serving primarily the teachers and pupils of such schools, even though they may also be open to the general public.

10. *Special libraries*

Those maintained by an association, government agency, parliament, research institution (excluding university institutes), learned society, professional association, museum, business firm, industrial organization, chamber of commerce, etc., or other organized group, the greater part of their collections being in a specific field or subject (e.g. natural sciences, social sciences, agriculture, chemistry, economics, engineering, law, history).

Distinguish between :

(a) Those libraries which have the obligation to provide materials and services to all members of the public who need them;
(b) Those libraries whose collections and services are for the most part designed to provide for the information needs of their primary clientele, even if in some cases they serve the information needs of specialists outside the group.

11. *Public (or popular) libraries*

Those which serve the population of a community or region free of charge or for a nominal fee. They may serve the general public or special categories of the public such as children, members of the armed forces, hospital patients, prisoners, workers, and employees.

Distinguish between :

(a) Publicly supported libraries (municipal or regional) receiving financial support, in whole or in large part, from public funds;
(b) Privately controlled libraries.

DEFINITIONS

12. *Library*

An organized collection of published books and periodicals and of other reading and audio-visual materials, and the services of a staff able to provide and interpret such materials as are required to meet the informational, research, educational or recreational needs of its users.

13. *Administrative units*

An administrative unit is an independent library, or a group of libraries, under a single director.

14. *Service point*

A service point is any library at which is provided in separate quarters a service for users, whether it is an independent library or is part of a larger administrative unit.

Independent libraries, central libraries, branch libraries and mobile libraries are counted as separate service points. In the case of mobile libraries, each vehicle is counted as one service point, but only when it serves the public directly.

15. *Collections*

(a) Holdings of printed materials are to be counted in metres of occupied shelves, including an allowance for material on loan, etc.
(b) Holdings of manuscripts including autographs are to be counted in metres of occupied shelves.

16. *Annual additions*

(a) Additions of catalogued items including microforms but excluding manuscripts are to be counted by title.
(b) Additions of manuscripts including autographs are to be counted by the number of units catalogued.

17. *Periodicals*

Publications constituting one issue in a continuous series under the same title, published at regular or irregular intervals, over an indefinite period, individual issues in the series being numbered consecutively or each issue being dated.
Newspapers are therefore included in this category. Publications appearing annually or less frequently are considered as periodicals.
Enter in the questionnaire (Table II, question 5) the number of titles of *current periodicals* only.

18. *Visit*

Each time a user enters the library. This figure may be counted by sampling.

19. *Borrowers*

The number of registered borrowers who are entitled to borr books from the library.

20. *Expenditure*

All expenditure directly incurred by the libraries. It is neces to report separately two big groups of expenditure :

current expenditure
capital expenditure

(a) *Employees*
The total amount of money spent on salaries, wages an other related costs.
(b) *Acquisitions*
The cost of all items (books, periodicals and other readin and audio-visual materials) added to the library collection during the specified period.
(c) *Binding*
The cost of binding and repair, including expenditure pamphlet-boxes, file covers, etc. used for preserving indi vidual library materials.
(d) *Buildings*
Include here expenditures for the acquisition of or additio to building sites, new buildings, and extensions.

21. *Trained librarians*

All persons who have received a general training in libra methods and techniques.
The training may be by formal methods or by an extended per of work in a library under supervision. But the training, howe should not be confined to only one, or a few, branches of lib work.

Table I. LIBRARIES EXISTING

TYPE OF DATA	CATEGORY OF							
	National	Other major libraries	University				School	
			a	b	c	Total		
1 *Number of libraries* (a) administrative units								
(b) service points								
2 *Collections*								

). *Borrowers*

The number of registered borrowers who are entitled to borrow books from the library.

0. *Expenditure*

All expenditure directly incurred by the libraries. It is necessary to report separately two big groups of expenditure :

current expenditure
capital expenditure

(a) *Employees*
The total amount of money spent on salaries, wages and other related costs.

(b) *Acquisitions*
The cost of all items (books, periodicals and other reading and audio-visual materials) added to the library collection during the specified period.

(c) *Binding*
The cost of binding and repair, including expenditure on pamphlet-boxes, file covers, etc. used for preserving individual library materials.

(d) *Buildings*
Include here expenditures for the acquisition of or addition to building sites, new buildings, and extensions.

21. *Trained librarians*

All persons who have received a general training in library methods and techniques.
The training may be by formal methods or by an extended period of work in a library under supervision. But the training, however, should not be confined to only one, or a few, branches of library work.

NOTES

22. *Visits to the libraries.* The annual number of visits to the libraries is *not* to be counted for *school* and *special* libraries.

23. *Registered borrowers.* The number of registered borrowers is *not* to be counted for *special* libraries.

24. If your present definitions do not conform to those given in this questionnaire (paragraphs 6 to 21 above), please explain your variations.
We particularly request you to give any specific indications or explanations which, in your opinion, may help towards a correct interpretation of your figures. Use for this purpose page 4 of the questionnaire.

25. Please leave no blanks. The following symbols should be used.

Data not available	...
Nil or negligible	–
Provisional or estimated figure	*

26. Name and address of organization completing the questionnaire :

_____

_____

_____

_____

_____

27. The questionnaire is forwarded in two copies, one for your files. You are asked to return one completed copy before 1 July 1969, to the following address:

Unesco, Office of Statistics,
Communication Sector,
Place de Fontenoy, Paris-7e (France)

Table I. LIBRARIES EXISTING

Year : 1968

CATEGORY OF LIBRARIES											
University				School	Special			Public (Popular)			GRAND TOTAL
a	b	c	Total		a	b	Total	a	b	Total	

Table II. LIBRARIES REPORTING STATIST

TYPE OF DATA	CATEGORY O						
	National	Other major libraries	University				School
			a	b	c	Total	
1 *Year to which the data refer*							
2 *Number of libraries*							
(a) administrative units							
(b) service points							
3 *Collections*							
(a) holdings of printed materials							
(b) holdings of manuscripts							
4 *Annual additions*							
(a) printed materials and microcopies . . .							
(b) manuscripts							
5 *Number of titles of current periodicals* . . .							
6 *Annual number of visits to the libraries* . . .							
7 *Number of registered borrowers*							
8 *Current expenditures*							
(a) Total							
(b) employees							
(c) acquisitions							
(d) bindings							
(e) other							
9 *Capital expenditures*							
(a) Total							
(b) buildings							
(c) other							
10 *Library employees*							
(a) Total number of library staff							
(b) trained librarians							
11 *Librarians who completed training in the year reported*							

e II. LIBRARIES REPORTING STATISTICS

CATEGORY OF LIBRARIES												
University				School	Special			Public (Popular)			GRAND TOTAL
	b	c	Total		a	b	Total	a	b	Total	